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THE KEYNOTER




APIC: The First Fifty
My Favorite Year ♦ Bim the Button Man
Buttons vs Brown ♦ Teddy at Osawatomie

Editor's Message

Buttons; those little novelties able to capture the clash of history in bits of metal and celluloid. Before the button goldrush of 1896 there were cameos, ferrotypes, medallions. The details of Andrew Jackson's uniform on a pewter medal, the sharpness in Henry Clay's face in a tiny lithograph, the solemnity of a Lincoln ferrotype. In later years it became the Willkie picture button, the brightness of a JFK litho, the simple McCarthy flower.

With this issue, we introduce a new feature: "For the New Collector." Starting with Jim Kotche's outline of a good reference library for collectors, we will attempt to cover some ground that established collectors may know well but which newer collectors might not yet have discovered. It's part of building the organization by nurturing our new blood.

We all take our turn being new blood. When Monroe Ray wrote a letter to a handful of button collectors proposing that they found an organization to promote their mutual interest in political Americana, there was still a Roosevelt in the White House and Bill Clinton hadn't even been born. This issue attempts to capture some of the spirit that began and maintained the APIC for fifty years. As I read the articles, I kept seeing my own experience. Like Henry Michalski, I had my great contact for old buttons; Gus Miller. Gus was the old guy at the Republican National Committee who ordered the buttons and would give some to me if I stuffed envelopes for Goldwater. Like Joe Brown, I worked as a "gofer" on a national campaign (George Romney in 1968). Like all of our contributors, I fell in love with those buttons.



Michael Kelly
Editor

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APIC seeks to encourage and support the study and preservation of original materials issuing from and relating to political campaigns of the United States of America and to bring its members fuller appreciation and deeper understanding of the candidates and issues that form our political heritage.

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Illustrations: The editor wishes to thanks the following for providing illustrations for this issue: Al Anderson, Joe Brown, Jim Cassidy, Jack Dixey, C. W. Fishbaugh, Chick Harris, Wayne LaPoe, Edmund Sullivan and Herb Walton.

Covers: **Covers:** *Front:* The official symbol of the American Political Items Collectors. *Back:* A sentimental cartoon of the good old days, rendered by the legendary John Held, Jr. (and quite well too).

IN THE NEXT ISSUE



The Garfield "devil dolls," Chester A. Arthur as a civil rights activist, John L. Lewis of the United Mine Workers, political canes and other interesting topics will be featured in the Fall issue.

AMERICAN POLITICAL ITEMS COLLECTORS THE FIRST FIFTY

By Ed Sullivan

THE PILLARS

Two complimentary pillars define and shape the American Political Items Collectors. In his first sales list issued in the early 1950s, political Americana dealer Charles McSorley wrote that

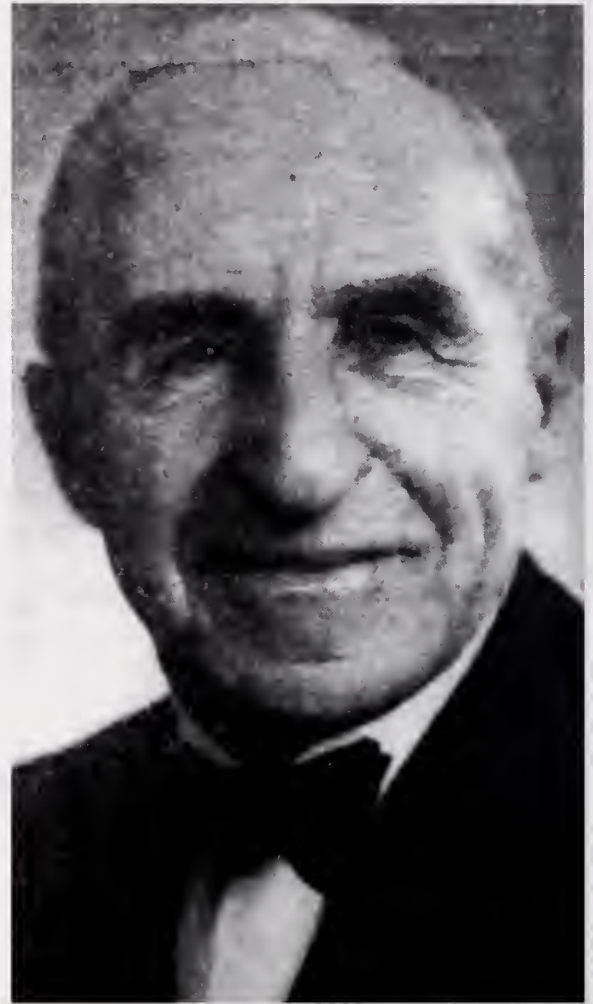
"We, without doubt, enjoy one of the most fascinating avocations. The brass bands, stump speeches, torchlight parades and huzzas of yesterday echo in our ears. We recall platforms and promises of past eras and believe that the ideas and ideals of long departed statesmen are worthy of our most intensive study."

Long time collector Dale Wagner wrote, "Most of us who have been in this hobby for many years will agree that our fondest memories include the true friendships we made through trades and the thrill of unexpected groupings of politicals sent out "on approval" (early members traded by mail with other collectors; trust was an important factor)."

This is clearly what makes APIC click. On the other hand, there is a profound interest in the American political process at all levels of government and the inevitable controversies which have shaped that process. On the other hand, there are the thrills of the unexpected "find," of forming a collection and enjoying the friendships emerging from mutual interests. Such is the motivation which brings collectors of political Americana together in "conventions" and through the pages of their publications. This is what keeps them surviving in between bourses, issues of the *Keynoter*, chapter meetings and "room hopping," that wonderful but peculiar custom which, until recently, was unknown to other hobby organizations.

It is easy to overlook the importance of these pillars nowadays amidst the frenzy surrounding skyrocketing prices for rare and beautiful – and ugly – buttons as well as the plethora of sales and auction catalogues. But we are reminded of those pillars everytime we confront problems associated with fakes and fantasies of all kinds. Such problems challenge the strength of these pillars and test our commitment to APIC principles.

The pillars also remind us that APIC has a proud history. Organized in 1945 by a small group of collectors, some of whom had been corresponding since 1940, it is now, fifty years later, an organization offering a context for richly and personally satisfying intellectual, social and emotional experiences. The first half century divides into three periods. The first period opens in 1945 with the initial organizing due primarily to John Barkley of



APIC #1: Joseph Fuld in 1959

Cleveland, Ohio and D. Monroe Ray of Belmont, New York. The second begins in 1960 when, faced with a serious threat of disbandment, U.I. "Chick" Harris assumed responsibility for organizing APIC into a viable structure. The third period begins in the early 1970s when APIC was gradually reorganized along more professionally accountable lines.

IN THE BEGINNING

A. Atlas Leve, an early member, wrote in the September, 1940 issue of *Hobbies* that the "collecting of political campaign items has not reached the stage of forming a national association, but the hobby is growing and I predict that it will come." Barkley and Ray provided the initial impetus for realizing Leve's prediction. In March, 1945 Ray sent letters to collectors known to

Barkley and himself proposing an association to be known as the National Political Items Collectors. Those collectors were M.J. Hruska of Akron, Ohio; Joseph Fuld of Hailey, Idaho; Lewis Foster of DuBois, Pennsylvania; and Walter Sanders of Litchfield, Illinois. This group, together with Barkley and Ray, are the founding members of the American Political Items Collectors. The first list of officers named Fuld as president and Ray as secretary-treasurer. Other members were named to represent "Sales and Exchanges" and "Research." A new member, R.C. Moseley of Bellingham, Washington, was named "Western Representative." Shortly thereafter, at Fuld's suggestion, "National" was replaced with "American." "Little did we realize," Barkley wrote in a brief 1972 memoir, "that the organization would attain the membership and influence it now has. What for many years I thought was a peculiar and childish hobby has become not only respectable, but is "ridden" by thousands of collectors of "Americana" with genuine historical significance." (For more about John Barkley, please refer to his obituary in the *Keynoter*, Vol. 86, No. 3; Winter, 1986.)

It was left to Monroe Ray to get the new organization on a path leading to respectability and historical significance. Fuld was quoted in a 1959 newspaper article as saying, "I don't really do much work...Monroe Ray, the secretary, does all that..." Very true. Ray was a workhorse, the complete secretary. He placed advertisements in general hobby publications, collected dues and mimeographed and distributed annual reports. He briefly associated APIC with an umbrella group, the All States Hobby Club, likely in an attempt to publicize and increase membership. Despite his efforts, however, membership growth was slow—just 70 members in 1950,



D. Monroe Ray in 1972

American Political Item Collectors

FOUNDED 1945



Membership Roster 1950

then dropping to 58 in 1955 and about 35 by the end of the decade. In 1960 Ray announced, quite possibly because of his increasingly poor health, that APIC was disbanding because of lack of interest. That announcement was the end of the "old" APIC.

A FRESH START

In May of that year, U.I. "Chick" Harris sent questionnaires to members seeking their opinions about the situation. An overwhelming interest in continuing APIC led to a reorganization meeting in July, 1960 at Chicago's Williams Restaurant near the Hilton Hotel, a host hotel for the Republican National Convention that year to which several APIC members were delegates. About fifteen to twenty members attended this meeting. Officers were elected, led by Harris as president. A board of directors was formed, Fuld and Ray were awarded founder emeriti status, preliminary by-laws were discussed, and Harris assumed responsibility for editing and publishing *APIC News*, predecessor to the *Keynoter*.

During the 1960s the first national conventions were held, regional chapters were formed, with Wisconsin, founded in early 1964, leading the way; by-laws were revised; price guides were issued and mail auctions became an influential factor in moving material and setting values; the *Keynoter* was given its title and became a quarterly; the first research projects were completed and newsletters appeared sporadically. Membership growth was fairly moderate but steadily upward. The first

significant numbers of button reproductions and fantasies appeared on the market in the early 1960s, generating problems and controversy which continue to this day.

In the 1970s APIC achieved its maturity under the leadership of several presidents, especially Larry Krug and Bob Fratkin. APIC was incorporated in Ohio; a more professional bookkeeping system was installed; membership recruitment procedures were improved; the Hall of Fame was introduced; the first specialty chapters were organized; and the first documented theft of material from an APIC-sponsored event was recorded, all of which demonstrated that APIC was coming of age. Equally significant was APIC's initiating role, during Fratkin's term, in passage of the Hobby Protection Act which was signed into law by President Richard Nixon in 1973. With the Winter, 1964-65 issue of the *Keynoter*, APIC had begun compiling information on "brummagen," meaning a "showy but inferior and worthless thing," in a column of that name prepared by ethics chair Wayne LaPoe. This work continued (and is continuing) with peaks in 1973 and 1985 of large, special publications devoted to known brummagen. The Hobby Protection Act was the crowning achievement of this massive effort, and, as later defined by the Federal Trade Commission, the Act required that all imitation political items be marked, indelibly if possible, with the year of manufacture. Results since have been mixed, although APIC-member Jim Weling was successful in getting similar legislation through the California legislature.

That is a bare-bones summary of APIC's first fifty years.

But this says nothing about its heart and soul: the members and their collecting interests, the surprising variety and volume of publications, early conventions and inevitable controversies.

THE TIES THAT BIND

Through the 1960s, at least, most members knew all or most other members, either by mail or in person. Visiting fellow collectors was a common vacation time activity before the advent of chapter and regional meetings. Dale Wagner recalled for this article what was likely a member's typical experience: During two summer weeks in the early 1960s he visited with Leonard Stark in Chicago, Joe Brown in Milwaukee, Joe Stone in Toledo, Paul Weinrich in Columbus and others. Naturally, he bought, sold and traded along the way. Chick Harris recalled a lengthy visit with Joe Fuld whose downtown office in Hailey, Idaho was a wonderland of political Americana. Some collectors planned vacations which included visits to presidential libraries and birthplaces and, of course, stopovers with collectors in nearby communities. Webster Haven managed to visit the grave of every deceased president.

These early collectors were an interesting group. A few are worthy of mention beyond the founders. A fairly large number were women, many of them originally collectors of clothing buttons including George Washington inaugurals and other early political and patriotic designs. Broadening their interests to include political pinbacks was an obvious step. Prominent among these collectors was Sally Luscomb of Southington, Connecticut. She was



Sitting amidst her collection; Marcia Frances of Alhambra, California during the 1950's.



The APIC reorganization meeting in Chicago, July 1960. Clockwise: Sam Hoffman, Nathan Eglit, Steve Mansfield, Ceil Harris, Chick Harris, Jack Putnam, Joe Brown, Hearl Peoples, and Ray Van Order.

the nationally known author of *The Button Encyclopedia* and editor of the leading hobby publication *Just Buttons*. New England APIC members met periodically at her home where the (now) DeWitt-Connecticut chapter was formed in 1964. It was at the Luscombs where I was baptized under fire (i.e., became a political Americana addict). Susan Douglas of East Orange, New Jersey was a published specialist in Washington-related numismatics. Her superb collection was donated to Cornell University. Agnes Gay of East Rochester, New York was likely the first individual collector of material associated with the woman suffrage movement, stemming from her involvement with the cause in earlier decades. As a college student she marched in a suffrage parade, much to her father's displeasure.

Other early members who should be mentioned include Emanuel "Manny" Ress-EMRESS-probably the first button maker to become a member; Sam Hoffman, who sold political Americana in his shop located in the lobby of Philadelphia's Gladstone Hotel; and J. Harold Cobb of Hamden, Connecticut, APIC's first expert in Washington inaugurals. Among the early APIC secretary-treasurers were Art Schofield, who designed the APIC emblem and did yeoman duty during the reorganizing period and Stephen Bibler of Portland, Oregon whose collection is now owned by the Oregon State Historical Society. Two collectors, now minimally active, are Ralph Becker, a Washington D.C. attorney and Joseph McGee, a west coast union organizer. Becker's collection is now owned by the Smithsonian Institution's Division of Political History and was the source of illustrations for Keith Melder's recently published *Hail to the Candidate*. McGee was noted locally for public exhibitions of his collections in the early 1970s, displayed in a handsome Victorian house in San Diego's Old Towne. I especially

remember Joe for his annual Christmas cards picturing a fir festooned with political buttons. Joe Brown, currently APIC Historian and a member since 1952, attended the 1960 reorganizing meeting and chaired key follow-up committees. He had an important role in planning both national conventions in Milwaukee, where the display of his collection was a featured highlight, and has served on the Executive Board and as APIC's insurance consultant. His archival knowledge of APIC history is legendary.

Four members stand out because of their unique and lasting contributions to the hobby: John Doyle DeWitt, Clarence "C.W." Fishbaugh, George Rinsland and Chick Harris. The activities of the first three highlight distinctive components of American Political Items Collectors, but the activities-and contributions-of the fourth member are extraordinary.

J. Doyle DeWitt is important not alone for his magnificent collection, now the nuclear holding of the University of Hartford's Museum of American Political Life, but equally for his scholarly publications and publicizing of the hobby. Iowa-born DeWitt began collecting in the 1920s, and, as he climbed the executive ladder of the Travelers Insurance Company in Hartford, Connecticut, he was simultaneously building what would become the nation's premier private collection. Beginning in 1952 and continuing in later presidential campaign years DeWitt exhibited his collection locally under the title "America goes to the Polls." It is impossible to know the number of visitors who became collectors because of those exhibitions but they were probably a direct cause of the rise in interest in political Americana in New England and the New York City area. During the 1950s DeWitt published several monographs dealing with political numismatics. The content of those monographs plus additional information was brought

together in his seminal *Century of Campaign Buttons* in 1959, the first publication of major scholarly significance by an APIC member. (For more about DeWitt, please refer to the *Keynoter* Vol. 89, No. 2; Fall, 1989).

C.W. Fishbaugh, a bank officer in Shenandoah, Iowa, gave a folksy flavor to the APIC of the 1960s. In 1957 he offered to the membership his first issue of the *Gold Bug* later (and in my opinion unfortunately) renamed *Political Americana*. This monthly was obviously a labor of love. It was single-folded from 8" x 11" stock with covers of later issues bearing tipped-on color prints of patriotic or political subjects. For a minimal subscription fee, readers got about twenty pages monthly of C.W. editorializing about political events of the day, listings of current sales prices, collector activities, trivia columns, advertisements and whatever else interested him at the moment. The arrival of each issue with its idiosyncratic content was, for me, always a notable event. The *Gold Bug* mirrored quite accurately, I think, the APIC of the 1960s more than that of the 1970s, even though the last issue appeared in 1978 shortly before C.W.'s death. It represented just one collector's passion and commitment, but it spoke for many others connected, as they were, in the relatively loose network characteristic of APIC in its earlier years.

George Rinsland of Allentown, Pennsylvania, a mailman by day, issued 94 auction catalogues between August, 1964 and November, 1981. No catalogue ever listed political campaign items exclusively, but each offered a substantial selection from among some 1,500 lots per issue. One of the pure pleasures of an evening was browsing through a Rinsland catalogue with its cover illustration of a Conestoga wagon. his catalogues were the first in the country, I believe, to list high quality Americana in a value range below the rarefied level of Parke Bernet and similar auction galleries. Rinsland helped to popularize mail auctions among APIC

members; he was the first to trade off bidders' consignments against their successful bids and to sell lots at slight increases over second highest bids. Undoubtedly, some of the finest items in the collections of older members came originally from George Rinsland's "Americana Mail Auction".

Chick Harris is Mr. APIC: No other member more closely mirrors both APIC's early years and its emergence into a vibrant national association. Harris initiated its rescue from the dismal collapse in the late 1950s and led the reorganizing effort. Reforms which would become basic to APIC's existence were established or in preparation during his tenure as president: A solid leadership and committee structure; regional chapters; an improved fiscal policy; and an informative quarterly which was written, printed and distributed nearly always on schedule— in itself, quite an achievement. Harris was *Keynoter* editor from 1962 to 1978. Every issue was testimony to his collecting passion and his commitment to APIC. Sixty percent of an issue's content was written by Harris and hence reflected both his own wide ranging interests and what he thought would interest the membership. He also edited occasional newsletters and price guides, was instrumental in establishing national conventions, maintained a heavy correspondence and traveled extensively to APIC events, thus becoming known personally to many members. Following his tenure as *Keynoter* editor Harris was appointed APIC's first Historian, both a fitting and salutary choice. Obviously, Harris did not act alone. Indeed, he was given considerable help over the years by such knowledgeable collectors as Joe Brown, Wayne LaPoe, and Jack Putnam. But Harris stands out because of his initiative at a crucial moment in APIC's history and the consistently high quality of his leadership.



Ray Van Order from Jackson, Michigan, home of the first Republican Party's founding electoral ticket. This picture was taken in the election year of 1956.

OKAY, BUT HAMBURG FOR LUNCH:

Probably no member who attended the first national convention in Hartford, Connecticut in 1964 could realize how precedent-setting it was. About 65 members and their guests, out of a total membership of 250, met at the Hotel Americana, heartening evidence that the 1960 reorganization was being well received. Seminars, room hopping, socializing and about 20 bourse tables (for one three hour period only!) established that precedent. Herb Collins presented a slide lecture about the Smithsonian Institution's collection of political Americana and student member Robert Ruppert showed his own 16mm film about presidential campaigns. Agnes Gay and her woman suffrage collection were featured on a local radio station as was Chick Harris on the subject of APIC itself. On the bourse, a 7/8" Cox-Roosevelt jugate sold for \$150, an exorbitant amount in the opinion of many members. Beyond the bourse and the many events was the exhibition of the DeWitt Collection. Awesome: for this fledgling collector and certainly for others, viewing this collection was both a memorable learning event and a therapeutic experience.

I am certain that all of us would have agreed with this sentiment written by Effie Rice:

The Addiction of Lynn Rice, #318!!!

It started at the Hartford Convention of the APIC
Lynn Rice was just interested 'in looking' said he.

All was quiet and going as planned,

Talking with people and shaking of hands.

Next came Lynn and Herb Collins, a new friend,
'We're ready to spend'.

'Where is he?, Where is he? Jack Martin's the man.

He's got the goodies—a million of them.

Byron Hoke, nearby, quietly said, 'I 've some too',

Come see me after Jack Martin is through'.

There were Fishbaugh, Broyles, York and others too
numerous to mention.

By the time we were through, we needed a pension.

A call in the night to Room 504, that was the
invitation, and poor Lynn was hooked—no liberation.

He little realized what the call meant.

Effie, seeing a glint, warned 'not another cent'.

A smoke filled room, a wife's lamenting cry;

All gone unheard over the moans and the sighs

Lynn Griffith remarked, as he eyed his desire,

'The glint in Grant's eye would set you afire'.

The question is asked, 'For this one, how much?'

A moment of silence, then, 'Okay, hamburg for
lunch.'

'Let me see, Let me see; the goodies in your trunk.

Ten or fifteen dollars later, they marched out
with the 'junk'.

Now back in Boston, never to be the same.

You asked what caused it—buttons, buttons
are to blame.

A serious note we certainly must add,

Our hearty thanks for the wonderful time we had.

The folks we met, the friends we have gained,

The program so splendid, we will forever retain.



**Susan Douglas admires a 3D piece
from her collection in 1955.**

Goodies in the trunk, goodies on the bourse, splendid programs, a variety of activities—what modern conventions would become was present in embryonic form in Hartford in 1964. Activities and policies which are now established components of national conventions evolved over the years. The "Seattle Rule" is perhaps the best known example: This innovation requires that "walk-in" material at APIC-sponsored shows be auctioned to the attending membership at large. Conventions today are significantly larger than that first national convention. While the intimacy of the small group has largely disappeared, enthusiasm for the hunt has not. However group interaction still flourishes at smaller meetings across the country. The decision made early in APIC history to hold conventions alternately in cities across the country proved prescient. There will always be collectors who are attending their first national convention, a distinctively unique experience which can never quite be repeated in subsequent ones.

So deep and widespread is enthusiasm for the hunt that some regional conventions are now nearly as large and lengthy as the nationals. The DeWitt-Connecticut Chapter sponsored the first regional show in March, 1974, replacing its spring quarterly meeting which had



Emanuel "Manny" Ress in 1960. Owner of Emress Specialty, most of his fine quality buttons are still in mint condition thirty years later.

been held since the early 1960s. Nowadays, regional are being held at various times of the year, but unlike the more varied and interesting agendas of the nationals, regional conventions are usually limited to bourses, auctions and occasional exhibits.

THE PRINTED WORD

The sheer volume of publications by APIC members and articles about political Americana in the mass media is truly staggering. From APIC's earliest years members have written an incredible variety of books, pamphlets and *Keynoter* articles. Members and their collections have been featured in the popular press, in-house business publications and Sunday newspaper supplements. While much of this kind of information peaks during campaign season, political Americana as a subject is perennially newsworthy. I cannot begin to mention all of the publications and articles written over the past half century which treat the subject, either by members and/or featuring their collections. For the sake of brevity, I have limited my discussion in this section to publications in print before 1980, without judging their merits, on the rather risky assumption that current members are up to date in their reading or are at least aware of what should be mandatory reading.

Beginning with A. Atlas Leve's 1940 article and continuing well into the reorganization period (and into

more modern times, for that matter) the popular press has found the subject of political Americana irresistible. *American Magazine*, *Life*, *Look*, *Business Week*, *Colliers*, *The Saturday Evening Post*, and the *New Yorker*, among many others, published articles. *Hobbies* featured articles by Joe Fuld, Joe Brown, Don Coney and C.W. Fishbaugh. Nathan Eglit wrote a monthly column for *Numismatic News* and Sally Luscomb, as editor of *Just Buttons*, frequently mentioned APIC and its doings. Chick Harris and his collection were featured in a counter-fold article in his employer's in-house publication, *Check-R-Links*, in 1956. Joe Brown's collection was nicely illustrated in a similar publication, *The Nation's Choice* published by the Milwaukee-based Association Corporation in 1968 and distributed to the public. Susan Douglas and J. Doyle DeWitt were regular contributors to *Numismatics*.

Mention should also be made of the "spoken word." Earlier collectors were just as ubiquitous on radio and later on television as are modern collectors. My first television appearance, as a collector, was in October, 1964--a memorable experience with good moments and...well... Local business groups, service and social clubs, historical societies, and neighborhood schools were also beneficiaries of collectors' visits, often with accompanying exhibits.

APIC publishing history appears to have begun within a very few years of its founding. Newsletters were published irregularly from the early 1950s into the 1970s. Charles Mulford of Denver, Colorado, wrote and distributed the first, and unofficial, newsletter, *APIC News*,



APIC

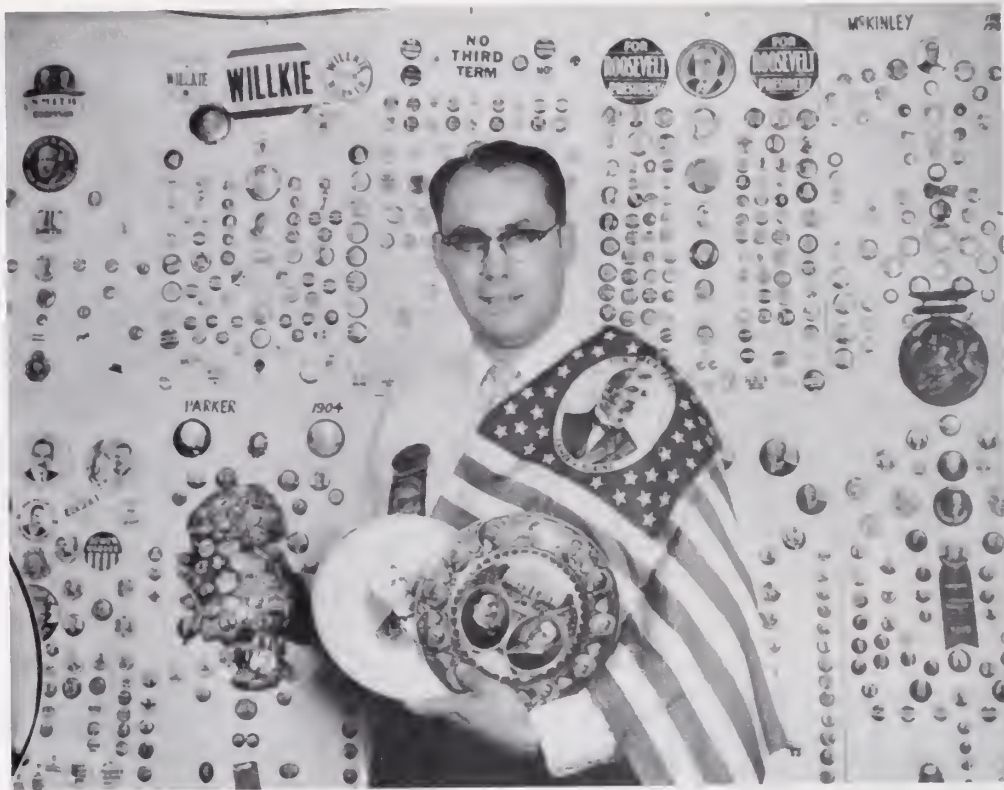
1964 CONVENTION

**HOTEL AMERICA • HARTFORD, CONNECTICUT
AUGUST 20, 21, 22, 1964**

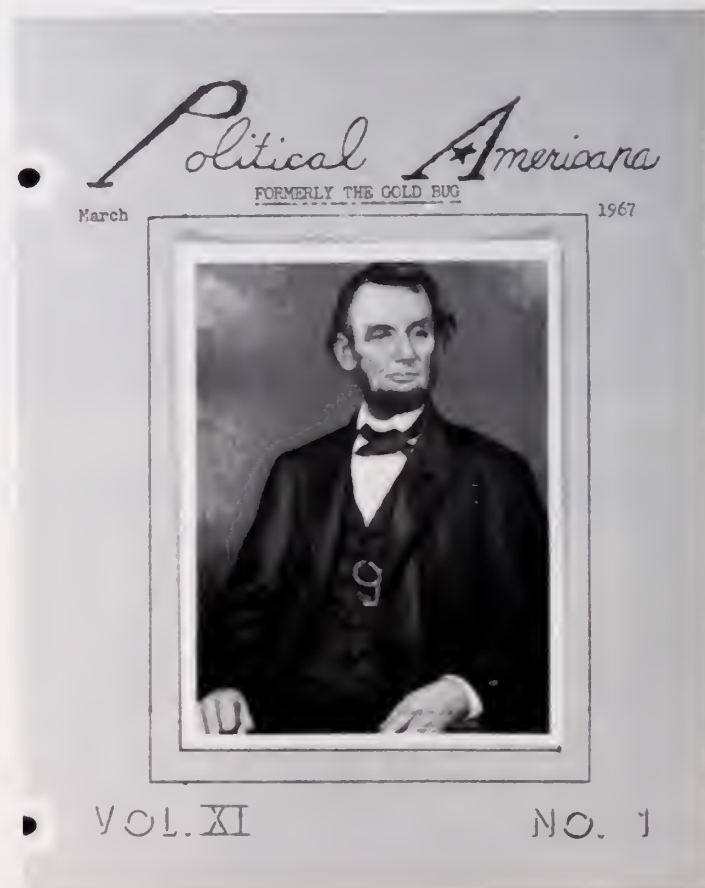


TOP: Gene McGreevey, Rev. Herb Loomis, Chick Harris and John Barkley at the 1972 convention in Milwaukee. CENTER: Joe Brown, J. Doyle Dewitt and Larry Krug also got together at the Milwaukee convention.





Chick Harris shows off a few favorites around the 1960 election.
Harris is a key figure in the development of the APIC.



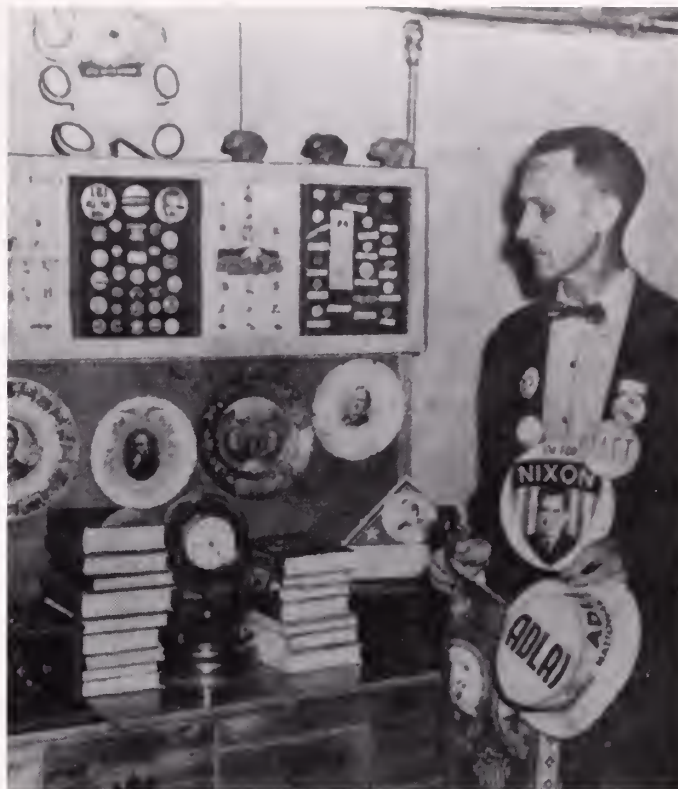
a chatty affair, beginning in April, 1950. Mulford stressed the importance of personal contacts among collectors and their impact upon his own growth. This sentiment reflected and reinforced the emerging network strength of APIC, thus helping to make the 1960 reorganization successful. Consistency in publishing newsletters began through an arrangement with the tabloid *Political Bandwagon* in 1986.

Keynoter, the APIC quarterly, began as a four page mimeographed affair, temporarily titled *APIC News* (not related to Mulford's earlier publication). Following several "special newsletters," the first issue of a quarterly, under the latter title (hand lettered), appeared in the spring of 1962 in a 7" x 9" format edited by Chick Harris. Shortly thereafter, members voted "Keynoter" as their preference and the first issue under this title appeared in September, 1962. The more familiar red, white and blue printed masthead made its appearance with the Winter, 1964-65 issue.

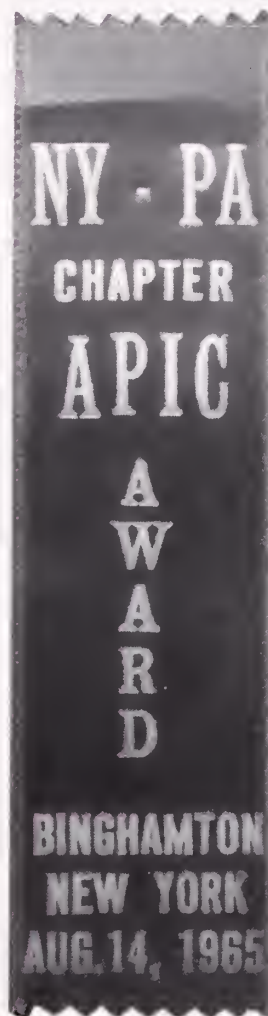
Each issue of this *Keynoter* was profusely illustrated and featured a White House campaign or a related political movement. A markedly folksy style was evident. Common to most issues were articles about fakes and fantasies; recent discoveries; new member listings; puzzles; comment about members' activities; chapter reports; "Can You Identify?" and "Down Memory Lane" columns; and periodic auctions and value guides. Occasionally there were short articles on off-beat subjects such as an account of H.L. Mencken's nomination for president by the Intelligent Minority Party in 1924. Web Haven offered his column "Answering Posers Irking Collectors" (I didn't make that up, honest!). Consequently, this early *Keynoter* was a solid mixture of interesting potpourri with something for everybody. The current *Keynoter*, in the format familiar to modern collectors, first appeared in 1979 following a year's run by a similar APIC-sponsored quarterly, the *Standard*. Today's *Keynoter* presents a variety of articles and features under the editorship of Michael Kelly.

Several research projects were also published by APIC. Heavily illustrated with minimal text, these publications pictured political Americana associated with James M. Cox, Adlai Stevenson, John Davis and Alton Parker among other subjects.

The uncommonly large volume of publications dealing with political Americana is perhaps best demonstrated by noting the variety of books published by APIC members before 1980. In 1952 J. Doyle DeWitt published *America Goes to the Polls* (with revised editions in 1956 and 1960), an extensively illustrated large format, soft cover book to accompany public exhibitions of his collection. This work may have been the first commercial publication by an APIC member. Herb Collins, a curator in the Smithsonian Institution's Division of Political History, authored the well researched monograph *Political Campaign Torches* in 1964. This now scarce work is all that is available on an important subject. Nathan Eglit's comprehensive 1966 study of numismatic material



C.W. Fishbaugh in 1960.



American Political Items Collectors



MEMBERSHIP ROSTER
1966



APIC publications went through many phases on the way to today's Keynoter.

A
P
I
C



1966 Convention

Hotel Sheraton-Blackstone * Chicago
August 19-20, 1966

APIC KEYNOTER

NEWS OF THE AMERICAN POLITICAL ITEMS COLLECTORS

VOLUME XIII, Numbers 3 & 4.

ISSUED FOUR TIMES YEARLY

AUTUMN & WINTER 1974

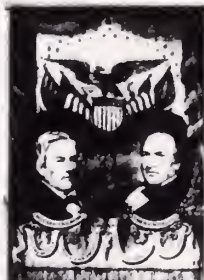
THE PRESIDENTIAL
CANDIDATES OF 1856



DEMOCRATIC PARTY
(Buchanan & Breckinridge)
1,838,169
(174)



REPUBLICAN PARTY
(Fremont & Dayton)
1,341,264
(114)

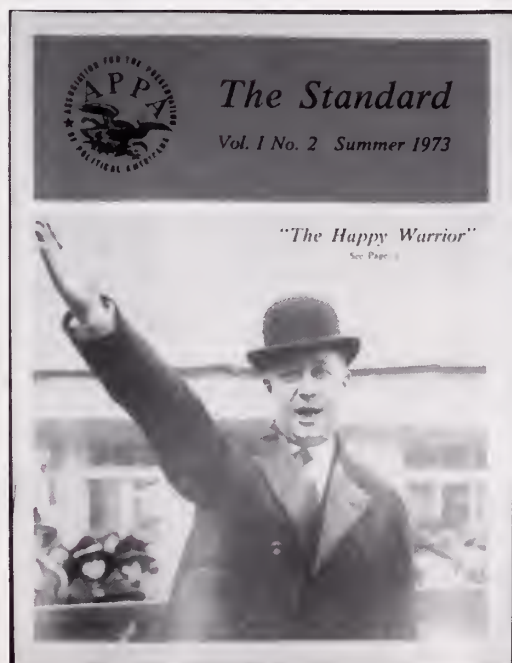


AMERICAN PARTY
(Fillmore & Donelson)
874,538
(8)



THE WHIG PARTY supported the nominations of the American (Know-Nothing) Party.
THE NORTH AMERICAN PARTY nominated Nathaniel Banke and William Freame Johneton.
A RUMP KNOW-NOTHING PARTY nominated John C. Fremont and William Freame Johneton.

Many veteran APIC members remember the old Keynoter format with fondness. Most issues featured a single election with representative buttons from candidates of all parties.



The APPA Standard was a step forward for the hobby's publications.

MEMBER
**AMERICAN
POLITICAL
ITEMS
COLLECTORS**

**NATIONAL
CONVENTION**

**SAN DIEGO
CALIFORNIA
AUG. 15-17
1974**

MEMBER
**AMERICAN
POLITICAL
ITEMS
COLLECTORS**

**NATIONAL
CONVENTION
HARTFORD
CONNECTICUT
AUG. 12-14
1976**

associated with John F. Kennedy went into a second edition. Congressman Ortha Wearin (Iowa Democrat, 1933-39) wrote and published *Campaign Buttons in Color* in 1969. Richard Bristow's *Illustrated Political Button Book* (which violated APIC copyright and led eventually to denial of membership to Bristow) appeared in the late 1960s. Dale Wagner offered *Presidential Campaign Memorabilia: A Concise History* in 1972 and Jim Kahler published *Hail to the Chief* in the same year. Alpheus "Dewey" Albert published major studies of early patriotic and political shank buttons; the most recent and most inclusive is *Record of American Uniform and Historical Buttons* published in 1973. Perhaps the most continuously popular title, at least with button collectors, is Ted Hake's *Encyclopedia of Political Buttons*. Essentially an illustrated check list with added values, this three volume work was first published in 1974-78.

The political Americana tabloid press made its appearance with the *Political Collector*. The creation of 17 year old Tom French, the first issue came out in August, 1971. This paper was later acquired by Susan Krebs and,

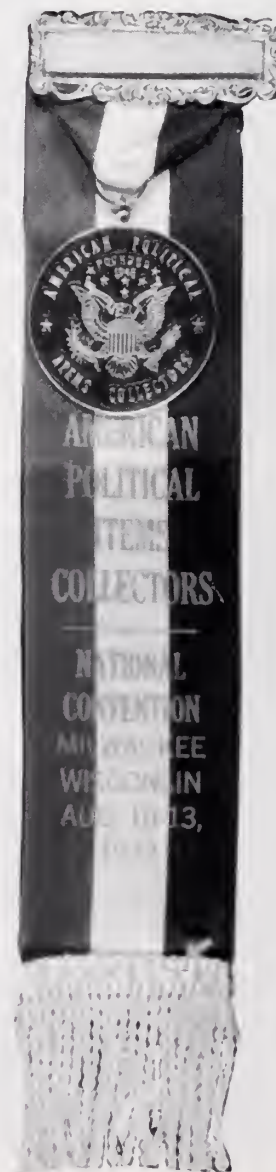
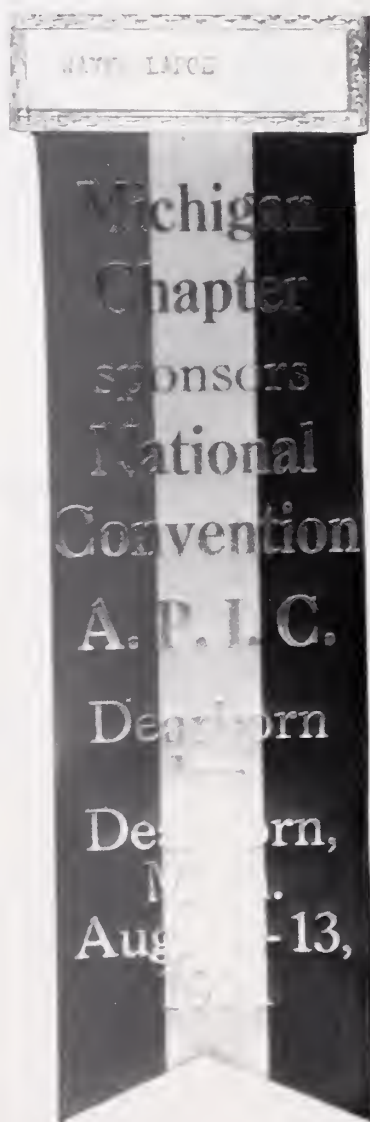
now in its 24th year, is the oldest continuously published private publication in the hobby. The first issue of *Political Bandwagon*, produced and edited by Jeanine Coup, appeared in June, 1983. Through an arrangement with APIC, this tabloid now includes a monthly newsletter under the editorship of Harvey Goldberg.

COMPETITION

In the late 1960s and early 1970s, APIC encountered competition from two very different organizations. "The National Political Button Exchange" emphasized what its name suggested, but it was fading by 1972 when the "Association of the Preservation of Political Americana" was formed. APPA voted to take a strong stand against the "...major problem in collecting political Americana...the flood of spurious material now engulfing us." It did so partly by denying membership to anyone with a commercial interest in political Americana. By the late 1970s, APPA had not achieved its membership goals and it had become apparent to most that the hobby could not support two such similar organizations indefinitely. In



National convention ribbons became collectables in themselves.



1978 APPA agreed to merge with APIC, with the former's quarterly the *Standard* becoming the official publication of APIC. Chick Harris had earlier resigned as editor of the *Keynoter* and was named APIC's first Historian. Differences arose over publication policy, and in 1979 APIC's quarterly once again became the *Keynoter*. Although APPA regrouped and issued two more *Standards*, the ultimate decision was to disband and join APIC in its efforts against "spurious material".

The problems created by the existence of such material, especially political items made especially for collectors, was exacerbated by the decline in control of campaign material by the national Democratic and Republican committees. This decline has led to considerable fragmentation in authorization and production in political campaign items as well as the proliferation of organizations and individuals producing political Americana for collectors and the general public. Thus it has become virtually impossible to validate the actual political use of many contemporary political items. An early example and certainly the most infamous, persistently frustrating, perfectly legal and probably unresolvable is the Bristow case. Under the business titles of Buttons, Inc. and later California Political Items Company, APIC member Richard Bristow began advertising in the late 1960s "thousands of buttons at low prices" in a monthly sales list. The Bristow legacy has

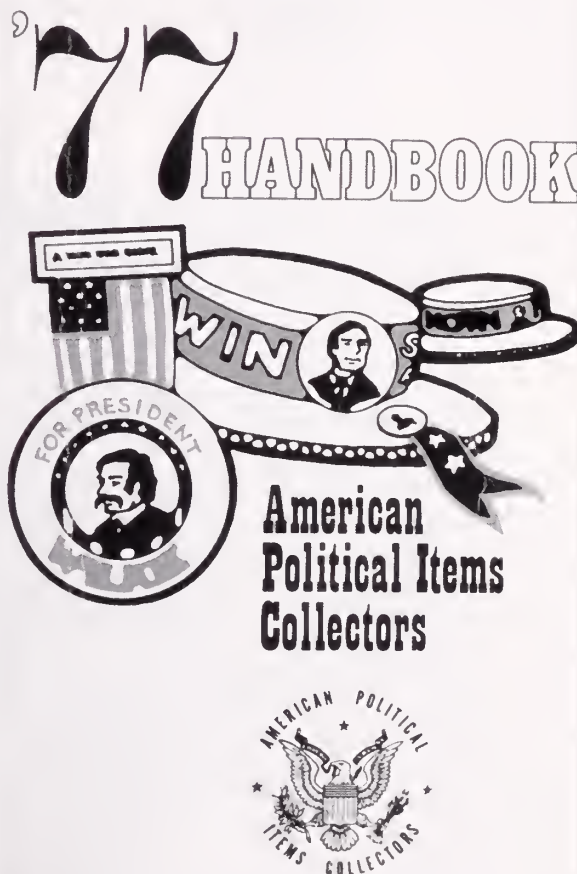
been a constant thorn in APIC affairs ever since and a satisfying resolution is just as difficult to achieve now as it was then.

APIC AT FIFTY

What the years have wrought: a history rich in events and in personal meaning; a constant reminder of our country's political grassroots; trivial annoyances and major headaches; many highs and a few lows; collectors who are scholars, collectors who are politicians and collectors who are...well, collectors--all of us encompassing an enormous range of collecting interests. And it is all of us who must work to control the problem of fake political Americana. The situation is no closer to a final resolution than it was 30 years ago. APIC historical materials contain many references and exhortations by officers, document efforts of investigating committees, and illustrate many pages of brummagen. These materials indicate clearly that officers and committees have been alert to the problem and have worked hard at communicating their concerns to the membership who also must be constantly alert. Lack of knowledge is certainly a factor but indifference sometimes creeps in. Exhortation, committee reports and penalties are not enough. One inescapable conclusion I reached from preparing this history is that we cannot sit back and wait for some kind of laser technology capable of legitimizing



The APIC adopted The Standard format on its way to becoming today's *Keynoter*.





an object at its point of origin. All collectors and dealers need to emphasize personal integrity over possession and profit. What hurts one, hurts all.

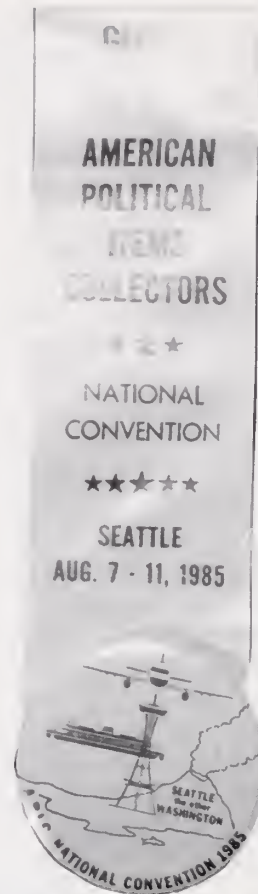
On a positive note, the emergence in recent years of material culture as a subject for scholarly inquiry, i.e., study of the ephemeral flotsam and jetsam of American society, bodes well for political Americana. We hold history in our hands—knowledge and artifacts of the political process from the grass-roots up. Implicitly, we are all historians, and every member who lectures about his or her collection or displays it both advances the public's knowledge and continues an honorable APIC tradition.

It would be appropriate in this concluding paragraph to say something profound about APIC's future. I will settle instead for the commonplace that the future will be what we make it. But I wonder how the member who writes APIC's centennial history will judge the next fifty years? What will those pillars look like?★

Acknowledgments

The enthusiastic support that I received from many members helped to make researching and writing this history of APIC's first fifty years a genuine pleasure.

I am grateful to those members who read early drafts. Al Anderson loaned me scrapbooks compiled by C.W. Fishbaugh during the 1950s; some of the photography picturing early members comes from that source. Chick Harris, Joe Brown and Wayne LaPoe shared with me their memories of the 1960 reorganization meeting in Chicago which they attended. They also loaned me early printed material and convention ribbons. Herb Walton provided me with considerable material dealing with APIC in the 1950s. I wish I could have quoted Dale Wagner's letter in its entirety—it was that interesting. Jim Cassidy loaned me APPA material and Don Ackerman and Bob Fratkin described the APPA-APIC controversy for me. George



THE SUNDAY REPUBLICAN

The Sunday Magazine

Feb. 27, 1972

WATERBURY, CONN.
Section 2

Political Show And Tell In College

Show and tell with Ed Sullivan: the February 27, 1972 issue of the Sunday Republican.

Rinsland provided me with several of his earliest catalogues, which set me off on a nostalgia binge. Charles McSorley told me much about buying and selling political Americana during the 1940s and 1950s. Past presidents Larry Krug and Bob Fratkin gave me essential information about APIC in the 1970s. Bob Carter, Don Coney and Frank Corbeil refreshed my memory of the DeWitt-Connecticut chapter's early days. Manfred Wenzel, Mike Dunham, Jack Putnam, Steve McKay and Harvey Goldberg sent me individual pieces of information which helped me to complete the whole. President Neal Machander's support was crucial from beginning to end. To all of you, I am grateful.

This short history is my effort at telling the story of APIC's first fifty years. Another member might have interpreted it differently. Therefore, errors of commission or omission are mine alone. ★

Now retired, Ed Sullivan is the founding director and curator of the Museum of American Political Life at the University of Hartford, a member of APIC's Executive Board and the author of *Collecting Political Americana* (2nd. ed., 1991); *American Political Badges and Medalets, 1789-1892*; *American Political Ribbons and Ribbon-Badges, 1828-1981* (with Roger Fischer); and co-author of the forthcoming *Images of American Radicalism*.



BEST WISHES TO THE A.P.I.C.



FRANK A. SMITH #475

Acorn Badge Co., Chicago 60602

DEWEY

Remembering One Campaign

TAFT

By Joe Brown

In 1948, I campaigned for Thomas Dewey but did not pick up a button. In 1950 I became involved in a congressional campaign and by 1952 found myself on the staff of Senator Bob Taft as a "go-for". I spent one year doing everything from research and carrying luggage to working on campaign buses in many of Taft's primary campaigns. It was during these campaigns that I started my collection. People would often give Taft a button (always common) from his father's 1908 or 1912 campaigns. He didn't want these and would give them to me. Our campaigns trips would often last five days or more and on one long run in the midwest I obtained fifteen Wm. H. Taft buttons.

The 1952 convention was the last open brokered national convention that needed an open ballot to select a nominee. After midnight early in the convention, Sen. Taft, an aide and myself were walking along Michigan Avenue in Chicago when we met Tom Dewey and some of his aides. Taft introduced me to Dewey and about all I recall was that Dewey was a foot shorter than most of us. Tom Dewey did what he needed to do to keep the nomination from Taft the next day at the convention.

Nineteen fifty two was the year in which commercial large volumes of campaign buttons appeared for the first time. While many candidates still gave away buttons, many were sold at the conventions by vendors. I joined the APIC through F. Joseph O'Neill (one of the founders, #3). Joe was very active in the Ike campaign and had several varieties of buttons with himself backing Ike and picturing him and Ike. There was trading and selling between myself and Ed Puls, Web Haven, J. Doyle DeWitt, Joe Fuld, and Monroe Ray. Some companies issued large sets such as the Ike "blue and gold" state set and the 50 Ike language buttons. The state set sold for about \$20.00 and the language went for \$15.00. Because of these high prices - few sets were sold. In the early 1950's the dealers I dealt with included Sam Hoffman, Hillebrant, Forest Sweet, Leonard Babin, David Johnson, Pete Shurko, and Charlie McSorley. I would drive out east about once a year and spend a week or more hitting many of them.

In the early 1950's I started trading with a fellow APIC collector from West Hartford, Conn. He always sent his mail from his house and for over a year I had no idea what he did for a living. Then one day, an insurance agent friend was at my home who saw a letter from this collector and jokingly said "that can't be the president of Travelers Insurance Co.?" One day on a trip to Hartford, Doyle DeWitt took me to lunch in the hotel complex owned by Travelers. It was customary for the personnel at this restaurant to charge his account since everyone knew who he was. On this particular day a new waitress did not know him and when we left she came running after us for

trying to leave without paying. Mr. DeWitt would often write long hand written letters to me and sent a letter of several pages a few days before he passed away.

To me, one of the best sources of campaign items in the 1950's and early '60's was *Hobbies* magazine. I would write one or two feature articles each year. While I received nothing from the magazine for my efforts, these articles served as the best free ad you could think of. They usually were two or three pages and always resulted in my obtaining some very nice material.

My meeting Chick Harris in 1960 in Chicago and reorganizing the APIC was the highlight of my years in the APIC. This along with running the APIC conventions in 1972 and again in 1989 made a great hobby even greater. Our APIC meetings and conventions plus meeting fellow APIC members at the ten GOP national conventions I have attended made an interesting hobby better.★



Republican hopeful Robert Taft of Ohio with his young staff aide, Joe Brown, in 1952

TEDDY AT OSAWATOMIE

By Phil Pollock



Captain John Brown, abolitionist of *Harpers Ferry* fame, came to the Kansas territory in 1855 as an avid opponent of the pro-slavery forces at work in the "West." He resided in Kansas only about three years, but in that time he was involved in several slavery-related skirmishes that were tinged with violence. In the process, only a handful of slaves were allowed the freedom to move north.

In May of 1856, Brown retaliated against pro-slavery groups who had earlier sacked Lawrence, Kans. He formed an anti-slavery faction called the Free-Soil Militia and led his freedom fighters into the *Battle of Black Jack*—he and his sons killed five helpless settlers in the Pottawatomie River country. In that same year on August 30, Brown defended Osawatomie, Kansas when it was besieged by pro-slavery forces in the *Battle of Osawatomie*. Although John Brown was never really that influential in the East prior to coming to Kansas, his fanaticism and his acts of violence in Kansas made him somewhat of a legendary figure by the time he left the territory.

It should have surprised no one, least of all Kansans, that territory inhabitants would revere Brown to the extent that they would later celebrate the *Battle of Osawatomie* and the battlefield Brown defended. On April 11, 1910, shortly after Teddy Roosevelt emerged from darkest Africa, the ex-president telegraphed Kansas Governor W.R. Stubbs that he would accept an invitation to speak in Osawatomie and dedicate the John Brown battlefield as a state park. Although the battle itself took place on August 30, the President actually assisted in the dedication on August 31 due to a conflict in his schedule.

Enroute to Osawatomie, Roosevelt was greeted by "monstrous" crowds, and at Ottawa, early on the morning of August 31, he spoke of his "peculiar" association with Kansas. "It was a Kansas delegation that first definitely overcame my reluctance to be vice president, and therefore ultimately got me to be made president. I am so glad to be back with you, to be back here in the West, to be back in the United States."

By 9:30 a.m. Roosevelt had reached Osawatomie where a reception was held in his honor at the Masonic Temple. Afterward, a journey in automobiles led the procession to the cabin of Reverend S. L. Adair, which was a frequent refuge for John Brown during his active days along the Kansas border. After a brief luncheon at the Hospital for the Insane, a parade was formed from the Kansas National Guard, G.A.R. veterans, part of the Fifteenth Cavalry, Roosevelt, and other civic members. The parade stopped briefly at the modest monument erected in memory of Captain John Brown, but then rather quickly progressed the remaining two blocks to the battlefield. Once there, Cora Deputy, president of the board of trustees named by the legislature to manage the park, and Governor Stubbs both gave short introductory remarks that led to Teddy Roosevelt's introduction.

"There have been two great crises in our country's history; first when it was formed, and then again when it was perpetuated. The formative period included not merely the Revolutionary War, but the creation and adoption of the constitution and the first dozen years of work under it. Then came sixty years, during which we spread across the continent, years of vital growth, but of growth without, rather than growth within. Then came the time of stress and strain which culminated in the Civil War, the period of terrible struggle upon the issue of which depended the justification of all that we had done earlier, and which marked the second great period of growth and development within. The name of John Brown will be forever associated with this second period of the nation's history and Kansas was the theater upon which the first act of the second of our great national life dramas was played. It was the result of the struggle in Kansas which determined that our country should be in deed as well as in name devoted to both union and freedom, that the great experiment of democratic government on a national scale should succeed and not fail. It was a heroic struggle; and, as is inevitable with all such struggles, it had also a dark and terrible side. Very much was done of good and much also of evil; and, as was inevitable in such a period of revolution, often the same men did both good and evil. For our great good fortune as a nation, we, the people of the United States, as a whole can now afford to forget the evil, or at least to remember it without bitterness, and to fix our eyes with pride on the good that was accomplished."★

MY FAVORITE YEAR

By Henry Michalski

1964 was my favorite year.

I had hitched a ride to New York hot from the GOP convention at San Francisco's Cow Palace. Between the World's Fair and the Hartford APIC meeting I had a few days to kill in New York. High on my priority list was visiting and hopefully "cleaning out" New York's famous button manufacturers.

Emanul Ress of Emress Specialty, who claims to have originated the "I Like Ike" slogan, was quite a character. We hit it off right away, speaking Yiddish and all. But before I could "inventory" his warehouse full of dusty boxes, many no doubt containing political gems, he asked if I would be willing to work a few hours actually making buttons in exchange for the privilege of exploring his boxes. A rush order had just come in for a few thousand Goldwater-Miller celluloids and he was shorthanded at the moment. I quickly mastered the ancient single handled button press, but after making a few score of these instant collectors' items a combination of monotony and desire to ravage through the boxes overwhelmed me. Collecting political Americana was one thing, but sitting there for hours cranking out these buttons was unbearable, especially knowing that just a few feet away was buried treasure. It was like dying of thirst in the middle of the ocean. Manny finally took pity on me and gave a signal for the looting to begin. Over the next few days I uncovered many worthy, some even rare, items including Manny's fantasy Christmas button picturing Nixon and Rockefeller in a sleigh with the hope... "What a Ticket!" But my favorite button pictures Manny and Mary Ress sitting on a sofa with his arm around her. Truly one of a kind.

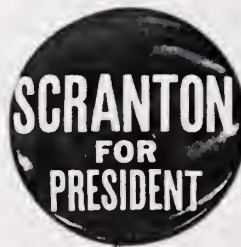
The San Francisco convention well prepared me for



Hartford. I discovered that if I worked for Bill Scranton I could get free tickets into Cow Palace. The Scranton people had apparently faked thousands of gallery passes with the intention of packing the hall in favor of Pennsylvania's governor. Kids were need for noise and visibility and visible I was, scouring the convention hall and charming delegates for their buttons by day, and working the elegant Nob Hill suites by night. I was drunk with booty and from periodically bumping into Republican Party dignitaries and media stars.

The most beautiful button to come out of the convention, and confirmed by Chet Huntley of NBC News on national television, was an oval Margaret Chase Smith "rose" button. Smith was the favorite "son" from Maine. It took a little time but I finally tracked down her campaign headquarters in a tiny office on the fifth floor of the Underwood Building on Market Street. A lovely elderly lady (whom I thought was actually the famous Senator from Maine herself) asked me how she could help. Goldwater had received the nomination the day before and the "rose" buttons that I requested appeared worthless to this nice lady. She asked, "Would you like the entire bag, Sonny?" This was the easiest question I would ever have to answer.

Every collector at the Hartford APIC National Convention received a handsome magnifying glass emblazoned with the APIC logo in brass, courtesy of Mr. DeWitt. But what they really wanted, I was ready to believe, was one of the Smith "rose" buttons. I was only too happy to oblige. At one point I was getting the outrageous sum of \$10 per button. Hartford was a real eye opener. All the heroes of our hobby that I had corresponded with, read about or traded with through the mail were there. I was in wonderland surrounded by fabulous Americana and thanks to Senator Smith, Bill Scranton and Emanuel Ress, I was in demand. Of all the collectors there in Hartford, I was especially drawn to Ed Sullivan—he being an educator and I a first year college student with a major in history and planning a life in





pedagogy. I liked his name and I was particularly attracted to his Bostonian accent which reminded me so much of John F. Kennedy. He must have said "park the car in Harvard Yard" twenty times during that convention just for me. He also advised me regarding trades and helped me to understand the historical significance of certain items. I was learning about and adding items to my collection at a furious rate.

The high point of the Convention for me arrived one night with an unexpected knock on my hotel door. By now I had enough cash to rent a room in the convention

hotel all to myself. It was none other than J. Doyle DeWitt himself! He wanted to know if I was the "young fella" from San Francisco with all the Margaret Chase Smith "rose" buttons and asked if I was interested in trading buttons with him. Years before, *Life Magazine* published a colorful section on political memorabilia from the Smithsonian and DeWitt collections. One page of that spread featured buttons of the winning and losing candidates from 1896 to 1956. That picture graced my bedroom wall and served as an inspiration. I went to sleep every night dreaming of one day acquiring those buttons. And there he was, right in my room, J. Doyle DeWitt himself wanting to know if I was interested in trading buttons with him! He appeared large, elegant and properly attired in a business suit despite the hour. At one point we were on our knees hunched over two piles of buttons like small boys intent on their game of marbles, he with his extraordinary pile of T.R.s, Parkers, Bryans and McKinleys and I with my freshly minted pile of Goldwaters, Rockefellers, Scrantons, Hiram Fongs and, yes, Margaret Chase Smith "roses". He offered his pile for mine, one to one. To sweeten the trade he reached into his jacket pocket and produced a thick wad of ribbons and urged me to pick what I wanted—Lincoln, Harrison, Blaine, Clay, etc. He seemed satisfied with the trade. I was elated.

I later traveled to Atlantic City for the Democratic National Convention. But even if I didn't acquire another button for the remainder of the election, the experience of swapping buttons with J. Doyle DeWitt, meeting Manny and Mary Ress and attending, as an uninvited guest, the GOP Convention in my home town made Atlantic City anticlimatic—a footnote to a fabulous summer.★

Founding An Early Chapter

By Ed Jensen

One day I was going through an old box in the attic and found a few Roosevelt buttons from 1940. For some reason they intrigued me and I decided to put them on display on a bulletin board. Now I was bitten! This was in 1966.

Where do you find others, I thought? I found a coin shop in downtown Chicago and in the showcase were campaign buttons! Frank Smith, the owner, asked if I were a member of A.P.I.C. I couldn't believe there was an organization of button collectors like myself. So I was on my way.

In 1967 I sent a letter to A.P.I.C. members in the Chicago area asking them to come to my house for the purpose of forming a chapter. Six or eight showed up. All were enthusiastic about the plan. Many others wrote in support of it. I was very anxious to meet them, some of whom already had extensive collections. I placed one measly riker mount on the mantel over the fireplace. My meager display at today's prices wouldn't be worth \$50.00. And two even were brummagem of which this neophyte

collector wasn't aware of.

So from there we met a month or so later at a near north side location and officially began our chapter.

They elected me president and Bob Ruppert secretary-treasurer. Bob and his father, Clyde, had the No. 1 collection of Alf Landon items in the hobby.

In 1969 we decided to have a regional meeting. It was very well-attended with the people coming from as far away as New York. In those days the only regional was the one in Meriden, Connecticut. Of course there also was the biennial National Convention.

It has been great fun through the years meeting collectors and dealers from all over the country.

From finding a "good" button in a flea market to winning one in an auction are thrills for the bitten collector.

The unbelievable part of the hobby is how the prices of buttons have skyrocketed in the 27 years since I started with my attic "find".★

BIM THE BUTTON MAN

By Bill Hoffman



In 1876 Mr. Charles Bimberg founded the National Equipment Co., at 10-12 East 23rd St., in New York. For 76 years Charles Bimberg (1876-1924) and his son, Bernard Alfred Bimberg (1924-1952) supplied campaign materials to national, state, and local campaign organizations and candidates. At one time Mr. Whitehead of Whitehead and Hoag, a friend of Charles Bimberg, suggested forming a partnership, but Charles Bimberg preferred to remain a competitor.

The National Equipment Co. supplied a variety of campaign materials to be used at parade and convention hall facilities. Their specialty was decorating the halls for National Conventions of both parties with bunting, posters, and hand painted oilcloth street banners. The same type items were sold to small towns for street decoration, parades, and campaigning. Red, white and blue bunting was used as decoration but the American flag was never used purely for decorative purposes. Between 1876 and 1896 their campaign items included badges and ribbons. The favorites were ribbons combined with gold braid, gold spring fringe, and bronze medals and individual pinbacks or brooches were also distributed. Later lithographs, which were originally more expensive because they used more color dye than the popular celluloids, were added to the campaign merchandise. Today the cost of making lithographs (painted tin) buttons is far cheaper to produce than celluloid buttons.

The Bimbergs valued their personal contacts with

national political candidates. Charles Bimberg included among his friends Grover Cleveland, William McKinley, Theodore Roosevelt, William H. Taft, Woodrow Wilson, James M. Cox, Warren G. Harding, Calvin Coolidge, and Franklin Delano Roosevelt. Bernard Bimberg knew Bob LaFollette, John W. Davis, Franklin D. Roosevelt, Wendell Willkie, Thomas F. Dewey, Norman Thomas, Henry Wallace and Adlai Stevenson. These contacts were highly important to their business because long before the national conventions candidates issued inquiries by either mail, telephone, or personal contact to competing button manufacturers for bids on supplying specific quantities of campaign material. Designs were prepared by the manufacturer or at the direction of the candidate as to emblem, slogan, photo, or color. Sometimes the candidate's backers took responsibility for this. Then a cost estimate was prepared and personally submitted by Charles or later by Bernard when plans for campaign materials and convention hall decorations were discussed. After the conventions the party national committee many times distributed the same button designs to other button manufacturers in all sections of the country. The quantities necessary for public distribution were so great that it would have been impossible for one company to provide them.

The Bimbergs were called upon to fill rush orders when a particular item caught on. When Taft was nominated at the Republican Convention in 1912, held in Chicago, the illustrated Taft postcard was in great demand and Charles Bimberg answered an S.O.S. from Taft himself and personally delivered the extra postcards to Chicago. Another example, though unsuccessful, was when the beautiful Tammany Hall badge (ribbon), illustrated here, became so sought after at the 1920 Democratic Convention in San Francisco. Only 500 of these special badges were made by the Bimbergs. They were worn by the Tammany Hall delegates to the convention and other participants became wildly enthusiastic about this badge even tearing them off the delegates. Boss Murphy, leader of the Tammany Hall delegation wired Charles that they needed more of them, but unfortunately there was not enough time to produce and ship them. The badge illustrated was kept by Charles, then by Bernard Bimberg and given to the author by Bernard's nephew, Mr. Lloyd Bleier. It is needless to say that it will always be cherished.

The National Equipment Co. not only dealt with both major parties and lesser parties such as Bull Moose, Independent, and Socialist, but also local or corporate ethnic groups having campaigns or conventions. Sometimes the small groups outdid themselves in ordering elaborate buttons and badges. National Equipment Co. was extremely wary of taking orders from

small political organizations and candidates unless they had secure financial backing.

Theodore Roosevelt was a very close friend of Charles Bimberg. In 1900, prior to the Republican Convention, Roosevelt, then Governor of New York, often visited Charles in his office. During lunch one day, Teddy Roosevelt admitted that he was very discouraged about his political future. At that time Senator Platt was working to get Roosevelt out of New York politics by supporting Teddy's unwanted nomination for Vice President. Roosevelt felt his obligation was to his own children's financial security, and not in national politics. Mark Hanna vehemently opposed Roosevelt on the ticket with McKinley and attempted to block Platt's move. While lunching with Charles Bimberg, Roosevelt noticed a badge with a rabbit's foot attached which Charles wore. Teddy asked if Charles had any more, as he needed a bit of luck. Charles found several for Teddy, and Roosevelt kept one of them in his pocket until the day he died. He also made buttons with a rabbit's foot attached.

Charles was devoted to Teddy. He gambled that he would be nominated at the Republican Convention in Philadelphia and manufactured thousands of buttons announcing a McKinley-Roosevelt ticket. *Ballots and Bandwagons* by Ralph Martin, states that "the New York Stock Exchange odds then against Roosevelt, were ten to one, and the unhappiest man at the convention seemed to be the familiar figure of 'Buttons Bim' Bimberg who had thousands of emblems announcing a McKinley-Roosevelt ticket. 'If it isn't Roosevelt', a reporter noted, 'there will be a dent in the Delaware River caused by Bim committing suicide'. Charles' speculation paid off. When Roosevelt was nominated he was present with his 200,000 buttons which were snapped up on the spot! The illustrated jugate and it's original paper insert were later made for that same election.

Of great interest to members of APIC is the fact that Charles kept a large box of unused political buttons from which five were given to each child who asked for them when visiting the company. Children also wrote to Charles asking for buttons for their personal collections and would send anywhere from a penny to a nickel for the buttons they sought – they were never refused.

The personal information contained in this article and the photograph of Charles "Buttons Bim" Bimberg are made available by Bernard Alfred Bimberg and his nephew, Lloyd Bleier, who as a youngster occasionally worked at the National Equipment Co., in his Grandfather's and Uncle's office. During rush periods, his job was to insert the paper discs and pins carefully into the backs of buttons. He earned five cents per hundred. Lloyd performed this work in offices where he was surrounded by huge glass enclosed frames of buttons and badges created through the years by the Bimbergs. When the business was closed, the framed buttons were given to the New York City Museum.★



The APIC Torchbearers

By Harvey Goldberg

For the past several months, regular readers of the *APIC Newsletter* have noticed items, notices, and announcements for "The APIC Torchbearers" as well as biographical articles on those APIC members who have already been accepted to the ranks of the Torchbearers.

At the annual Mason-Dixon Regional in Hagerstown last June, Ohio Chapter's Jack Dixey and Barry Adler offered a "raffle/auction" to help inject spontaneous fun across the bourse floor and at the same time, raise funds for APIC. They also mentioned something about a plan to help publicize our organization.

After a lot of thought Jack presented me with some details on an idea to honor those APIC members who have made public presentations, displays, and exhibitions of their collections, given talks or lessons, and generally publicized the hobby and APIC to non-members.

The end result of this planning is "**The APIC Torchbearer program.**" At the annual Columbus Regional in October, the Ohio Chapter announced the program with the support of the Mid-Atlantic and Mason-Dixon Chapters. The program recognizes APIC members as Official Torchbearers if they have exhibited and/or made presentations of their collections four (4) or more times during the calendar year, and helped to publicize American political history, the hobby, and the APIC.

These presentations can take many forms. We have educators who use their interest in the hobby through their classrooms; We have members who display collections in libraries and museums and malls; others

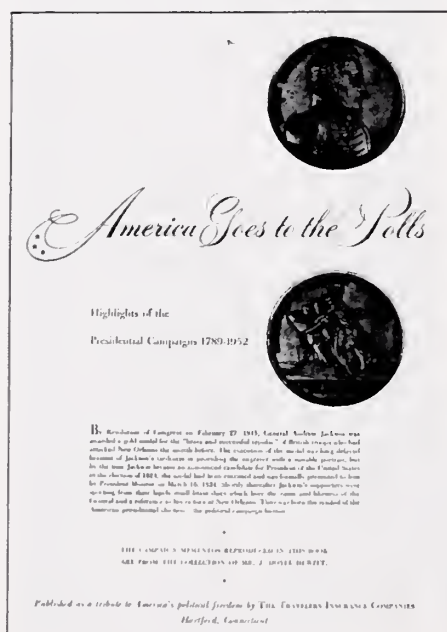


APIC members Jack Dixey, Marsha Dixey, and Barry Adler are founders of the new APIC Torchbearer program.

have utilized their knowledge and collections to encourage learning about our nation's political history. All of these and many other activities have been combined with efforts to recruit new members for APIC.

The criteria for participating in the program is simple. The format is left up to the presenter. Members can qualify for nomination as a torchbearer by providing proof of their presentations (in the form of news articles, photos, etc.). An *APIC TORCHBEARER* will receive a plaque proclaiming your honor, hobby-wide notification of your nomination, and the option of having your next year's dues paid by the program *or* having the dues of a new member paid in *their name*.

Our purposes in promoting **The Torchbearer Program** is to educate, enlighten, and encourage participation in the conservation of our political heritage. For further information, please contact Jack Dixey, 626 Arlington Road, Mansfield OH 44903. You too can become an APIC Torchbearer.★



J. Doyle DeWitt was responsible for many of the finest early public displays of political Americana.



10 Ways To Promote Political Items Shows & Collecting

By Jim Sellers

A stranger walked into my office, looked at the political items on the wall and exclaimed, "Wow – it looks like the Smithsonian in here!"

And I'm just a small-time collector: fewer than 600 presidential items from 1948 onward.

The interest that such people show in our hobby suggests, however, that we could be getting a great deal more public-relations mileage from our events, including letting some fairly serious political-items collectors in on the secret that APIC exists.

Among hobbies, collecting political items has to rank as among the most interesting. But most people don't know that a formal hobby exists or, if they do, they have no idea how to join up and participate.

Here are some inexpensive ideas for promoting political-items collecting and shows:

- **Feature sections:** Editors of newspaper "lifestyle" and "living" sections frequently publish stories about intriguing, colorful hobbies. Pitch a feature about a local collector who has an excellent collection and, even more important, who can speak intelligently about the hobby and anecdotally about his or her experiences. If you hope to have the story tied to a particular show, contact the editor at least three weeks in advance.

- **Political columnists:** Although local David Broders usually confine themselves to the rough 'n' tumble of partisan politics, you'd be surprised at how many could be persuaded to write a fun column about the hobby. Especially if you can talk about what is happening to the values of items (including to those of local politicians). Chances are good that the political columnist has a small hobby himself.

- **Columnists:** Most big-city newspapers employ a roving columnist who writes about a variety of unusual subjects and people. Tip her off about a local collector who has fascinating stories to tell.

- **TV morning shows:** Most TV markets have Today look-alikes where a local personality interviews interesting people. Identify someone who's interested in doing a TV gig, ensure that he or she has what it takes to do a good interview (that includes owning a pressed suit), and pitch the idea to the show's producer. For the show, plan to take frames of colorful (and some rare) items and prepare to talk about such things as great "finds," values, the Hobby Protection Act, APIC and where you believe the hobby is headed.

- **TV news:** A light piece on a "button show" would appeal to many broadcast journalists. The story offers good pictures of enthusiastic people and valuable, colorful buttons, some easy interviews and a break from mischief, murder and mayhem. Contact the station's news assignment editor well ahead of the political-items show.

- **Radio talk shows:** Contact a local radio station that does interviews with guests; these shows often include caller participation. Best: Write a persuasive letter to the

show's producer (get the name by calling the station) and follow up with a phone call. Hint: A persuasive letter is one that outlines why the interview will fascinate listeners. Remember that the show's purpose is to attract and hold an audience, not to promote hobbies or hobbyists.

- **Happy talk:** Many radio stations' drive-time "jocks" are constantly looking for material (and even subscribe to national services that provide it). Deliver a public-service announcement (a fact sheet is fine) about a scheduled political-items show; to attract their attention, pin a couple of inexpensive items (Ike and other items that are worth only a buck or less are good) to the announcement. Include intriguing stories and examples that the DJs can use to reach their listeners.

- **Media PSAs:** Prepare a simple fact sheet (what, when, where, who, admission price, etc.) and circulate it to local newspapers, radio and TV stations well ahead of your political-items show. For radio, you'll increase the chances of use if (1) you call to ask broadcast stations what PSA format they like and (2) you write 15- and 30-second "spots" that include examples of unusual items people will see (or can buy) as well as a who-what-where fact sheet.

- **Seminars:** As part of your political-items show, schedule a 60-minute seminar for new and would-be collectors. Have an established collector talk and answer questions about political items, collectors, clubs, values and "finds."

As a part of the seminar, offer a handout that lists political items books, information about clubs, and a glossary of terms from brummagem and bug to tin-type and trigate. Besides notifying the news media as a part of your normal publicity, also tell political organizations, youth clubs, antique stores and other likely audiences.

- **Suburban papers:** A feature story in the city's big daily is terrific. A feature in a suburban weekly paper will reach a surprising number of people, however, and you will find it relatively easier to get. Because of the large number of such papers, your chances of coverage increase almost geometrically. You might begin by talking with a reporter who seems to gravitate to "people" features.

One other thing. After you receive coverage – whether it's a simple PSA on a 1,000-watt radio station or a major newspaper story or TV interview – be sure to write the journalist a thank-you note.

It not only establishes the hobby's civility, but also makes you more welcome the next time you are looking for coverage.★

Jim Sellers of Wilsonville, Ore., a collector since 1975, is a former journalist who now works in public relations.

FOR THE NEW COLLECTOR

Building A Basic Political Americana Reference Library

By Jim Kotche

INTRODUCTION

In our hobby as in any hobby the more you know the luckier you get. We have all passed over a item we should have purchased. My item was a small red on white litho that simply read *JIM*. I later found out it was a Cox pin from 1920. I was luckier than most because it was still there a month later at the huge price of 25 cents. Most of the books listed in this report occupy a place in my political collecting library. I generally do not like books with price guides for two reasons: first, they go out of date fairly rapidly and second, it gives flea market operators knowledge that they didn't work for. If they can make money at 50 cents why should they know it's worth \$50.00 or more? The major exception to this is the three volume set by Ted Hake again for two reasons: first, Hake updates the price guide every few years keeping it reasonably current; second, no flea market types will pay \$100.00 for the three volume set.

Most of the works listed in this report were written by current or former APIC members. Some are very good and some are not; you have to be the judge. For brand new collectors I recommend *Collecting Political Buttons* by Marc Sigoloff. For collectors from beginner to advanced I recommend *Encyclopedia Of Political Buttons Volumes I, II, & III* by Ted Hake and *Collecting Political Americana 2nd edition* by Edmund B. Sullivan. Those three works should be the backbone of your reference library along with as many copies of the *Keynoter* as you can accumulate.

I've separated this bibliography of books into three sections. 1) General Information, 2) Specific Interests and 3) Individual Candidates. In most cases I will not comment on books that are out of print. The same applies to general information books as many of them cover the same topics. Remember that this is only "*My Opinion.*" It is inconceivable to me that collectors won't spend any money on books but will buy a Landon Knox sunflower pin at a flea market for \$30.00. Unlike stamps and

coins which have yearly price guides we political americana collectors can still find bargains if we know what we're doing.

GENERAL INFORMATION

Books in this category cover a variety of subjects. They are neither specific nor do they deal with individual candidates. Many are out of print. Some such as *Tippecanoe and Trinkets Too* by Roger Fischer deserve a place on your shelf.

SPECIFIC INTERESTS

These books are for collectors who like to specialize. No matter what one's interest, be it ribbons, tabs, stamps, inaugural medals, post cards, music, textiles etc. there should be something here for you. There is a new book on canes coming out. So far I know of no book on political posters but I'm sure someone will publish one someday. Two books in this category are noteworthy because of their content and quality. They are *Threads of History* by Herbert Ridgeway Collins, and *American Political Ribbons and Ribbon Badges* by Edmund B. Sullivan and Roger Fischer.

INDIVIDUAL CANDIDATES

Generally these books and projects picture as much campaign memorabilia as possible. They are usually produced by an individual collector or collectors who specialize in or who have an interest in that candidate. I find them to be nice additions to the hobby, probably because I produced one. Most were printed in small quantities because the market is limited. This is unfortunate for new collectors who might want to specialize in Kennedy or Landon, for example. Generally these are moderately priced because they are usually loose leafed or soft cover productions. Some are still available through the A.P.I.C. Book Club and you may want to take advantage of those books while they last.★

GENERAL INFORMATION

Title: Encyclopedia of Political Buttons 1896-1972
Author: Ted Hake
Publisher: Self
Year: 1974
Style: Soft cover
Comments: Out of print. The original Hake political button book printed in color. Collectors item.

Title: Encyclopedia of Political Buttons Book II 1920-1976
Author: Ted Hake
Publisher: Self
Year: 1985
Style: Soft or Hard cover
Comments:

NOTE: If you're only going to buy one set of books, invest in this set. You will find yourself consistently referring to this work. As in any work of this type it is impossible to obtain 100% coverage. A must-have set if you are serious about collecting.

Title: Collecting Political Americana
Author: Edmund B. Sullivan
Publisher: Crown Publishing
Year: 1980
Style: Hard cover
Comments: Out of print

NOTE: Either of the above books are a must for political collectors. After 30 years of collecting I still refer to this book regarding areas of collecting that are not commonplace. Heavily illustrated in color and black and white.

Title: Encyclopedia of Political Buttons 1896-1972
Author: Ted Hake
Publisher: Self
Year: 1985
Style: Soft or Hard cover
Comments: See below

Title: Encyclopedia of Political Buttons Book III 1789-1916
Author: Ted Hake
Publisher: Self
Year: 1978
Style: Soft or Hard cover
Comments:

Title: Collecting Political Americana Revised
Author: Edmund B. Sullivan
Publisher: Christopher Publishing House
Year: 1991
Style: Hard cover
Comments: See below

Title: Tippecanoe And Trinkets Too
 Author: Roger Fischer
 Publisher: University of Illinois Press
 Year: 1988
 Style: Hard Cover
 Comments: To be a political collector is more than just adding buttons. This book covers other areas. You'll read it more than once.

Title: Collecting Political Buttons
 Author: Marc Sigoloff
 Publisher: Chicago Review Press
 Year: 1988
 Style: Soft cover
 Comments: A must for the new collector. Will save you time and money.

Title: Hake's Guide to Presidential Collectables
 Author: Ted Hake
 Publisher: Self
 Year: Unknown
 Style: Soft cover
 Comments: An overall guide to many different areas of political collectables with prices.

Title: Official Price Guide to Political Memorabilia
 Author: Richard Fritz
 Publisher: Random House
 Year: 1988
 Style: Soft cover

Title: Political Campaign Buttons In Color
 Author: Otha D. Wearin
 Publisher: Mid America Book Company
 Year: 1969
 Style: Soft cover spiral binder

Title: Political Americana
 Author: Otha D. Wearin
 Publisher: World Publications
 Year: 1967
 Style: Soft cover

Title: "If Elected..."
 Author: Joe Brown
 Publisher: Western Reserve Historical Society
 Year: 1988
 Style: Soft cover
 Comments: Photographic display

Title: A Concise History of American Campaign Graphics, 1789-1972
 Author: Dale E. Wagner
 Publisher: Public Policy Research Associates
 Year: 1972
 Style: Soft cover
 Comments: Out of print

Title: Illustrated Political Button Book
 Author: Dick Bristow
 Publisher: Self
 Year: 1971
 Style: Soft cover

Title: Supplement #1
 Author: Dick Bristow
 Publisher: Self
 Year: 1973
 Style: Soft cover

Title: 1972 Presidential Campaign Items
 Author: Dick Bristow
 Publisher: Self
 Year: 1973
 Style: Soft cover

Title: Project '68: The Presidential Campaign of 1968 As Seen Through Campaigns Pins
 Author: Marion A. Ford
 Publisher: APIC
 Year: Unknown
 Style: Soft cover
 Comments: APIC Project

Title: Hell Bent For The White House
 Author: Edmund B. Sullivan
 Publisher: University of Hartford
 Year: 1988
 Style: Soft cover
 Comments: Fun to read and entertaining to look at. Produced for sale by The Museum of American Political Life, University of Hartford, West Hartford, CT
 Title: If Elected: Unsuccessful Candidates for the Presidency 1796-1968
 Author: Staff Historians Office, National Portrait Gallery
 Publisher: Smithsonian Institution Press
 Year: 1972
 Style: Soft cover
 Comments: Out of print

Title: Packaging Presidents: Memorabilia from Campaigns Past
 Author: Frederick Voss' Collection of Merrill C. Berman
 Publisher: Hudson River Museum
 Year: 1984
 Style: Soft cover
 Comments: Excellent photography of an individual collection in color and black and white. Many outstanding pieces.

Title: Noble's Catalog of Presidential Inaugural Covers
 Author: Edward Krohn
 Publisher: Noble Publishing
 Year: 1990
 Style: Loose leaf in 3 ring binder 5 1/2 x 8 1/2 size.
 Comments: Inaugural covers from Herbert Hoover to George Bush; 420 for Ronald Reagan alone.

Title: Hail To The Chief: An Illustrated Guide to Political Americana
 Author: James D. Kahler
 Publisher: The Pyne Press
 Year: 1972
 Style: Hard cover

Title: The Pictorial History of the Republican Party
 Author: Beryl Frank
 Publisher: Ottenheimer Publishers Inc.
 Year: 1980
 Style: Hard cover
 Comments: Out of print

Title: The Pictorial History of the Democratic Party
 Author: Beryl Frank
 Publisher: Ottenheimer Publishers Inc.
 Year: 1980
 Style: Hard cover
 Comments: Out of print

Title: Presidential Campaign Items, 1789-1982
 Author: Dick Bristow
 Publisher: Self
 Year: 1973
 Style: Soft cover

Title: Third Party and Hopeful Campaign Items, 1896-1968
 Author: Dick Bristow
 Publisher: Self
 Year: 1972
 Style: Soft cover
 Comments: A major reference.

Title: The 1972 Presidential Campaign in Buttons
 Author: Tom French
 Publisher: Self
 Year: 1973
 Style: Soft cover

Title: The Political Cartoons of Joseph Keppler
 Author: Richard West
 Publisher: University of Illinois Press, Urbana
 Year: 1988
 Style: Hard cover
 Comments: Many color illustrations, out of print

Title: Them Damned Pictures; Explorations In American Political Cartoon Art
 Author: Roger Fischer
 Publisher: Shoestring Press, North Haven, CT
 Year: 1995 [To be released soon]
 Style: Hard cover
 Comments: Fully illustrated, 300-400 black and white prints. Primarily 1877-1900 Judge & Puck cartoons.

Title: Political Tabs
 Author: Robert Warren
 Publisher: Self
 Year: 1991
 Style: Loose leaf in 3 ring binder
 Comments: An up to date compiling and documentation of a subject often overlooked by collectors.

Title: Inaugural Medals and Memorabiliz
 Author: H. Joseph Levine
 Publisher: Johnson & Jensen
 Year: 1981
 Style: Soft cover
 Comments: Covers several areas of collecting Presidential Inaugural items.

Title: Political Postcards 1900-1980
 Author: Bernard Greenhouse
 Publisher: Postcard Press
 Year: 1980
 Style: Soft cover
 Comments: With prices. Out of print.

Title: Buttons, Banners and Songs [Revised]
 Author: Henry Papale
 Publisher: St. Martins Press
 Year: 1984
 Style: Soft cover

Title: A Century of Campaign Buttons 1789-1889
 Author: J. Doyle DeWitt
 Publisher: Travelers Press
 Year: 1959
 Style: Hard cover
 Comments: Out of print. Collectors item.

Title: "Image" Volume 27, No. 3
 Author: Robert A. Mayer, Director
 Publisher: International Museum of Photography
 Year: 1984
 Style: Magazine
 Comments: Photographing the American presidents from Andrew Jackson to Ronald Reagan.

Title: American Glass Cup Plates
 Author: Ruth Webb & James H. Rose
 Publisher: Unknown [Northborough, MA]
 Year: 1948
 Style: Unknown
 Comments: A few examples of campaign glass

Title: Running for President, 2 Volumes
 Author: Arthur Schlesinger, Fred Isreal, and David Frent
 Publisher: Simon and Schuster, New York
 Year: 1994
 Style: Hard cover
 Comments: Fine scholarly text with abundant color illustrations

Title: Presidential and Campaign Memorabilia With Prices Revised 2nd Edition
 Author: Stan Gores
 Publisher: Wallace Homestead
 Year: 1982
 Style: Soft cover
 Comments: Features china and glass

SPECIFIC INFORMATION

Title: Images of American Radicalism
 Author: Edmund B. Sullivan & Paul Buhle
 Publisher: Christopher Publishing House, Hanover, MA
 Year: 1995
 Style: Hard cover
 Comments: A well illustrated history of the American left; many black & white and color illustrations.

Title: American Historical Glass
 Author: Bessie M. Lindsey
 Publisher: Unknown [Rutland, VT]
 Year: 1967
 Style: Unknown
 Comments: Useful illustrations

Title: Threads of History
 Author: Herbert Ridgeway Collins
 Publisher: Smithsonian Institution Press
 Year: 1979
 Style: Hard cover
 Comments: A coffee table size book, excellent text and graphics. Out of print. Already a collector's item.

Title: The Presidential Medal 1789-1977
 Author: Neil MacNeil
 Publisher: Clarkson N. Potter Inc.
 Year: 1977
 Style: Soft or Hard Cover
 Comments: Published in association with the National Portrait Gallery, and the Smithsonian Institution.

Title: Presidential Campaign Stamps
 Author: Mark Warda
 Publisher: Sphinx Publishing
 Year: 1990
 Style: Soft cover spiral binding
 Comments: An overlooked area of political collecting.

Title: American Political Ribbons and Ribbon Badges 1825-1981
 Author: Edmund Sullivan & Roger Fischer
 Publisher: Quarterman Publications, Inc.
 Year: 1985
 Style: Hard cover
 Comments: If you get a chance to buy this work, do so. Publisher has them. Destined to become a collectors item. The material is drawn from the Museum of Political Life, the Smithsonian Institution and private collectors. Almost a must-have reference.

Title: American Political Badges and Medalets 1789-1892
 Author: Edmund B. Sullivan
 Publisher: Quarterman Publications, Inc.
 Year: 1981
 Style: Hard cover
 Comments: The revised and expanded second edition of J. Doyle DeWitt's 1959 classic *A Century of Campaign Buttons*. The definitive work on pre-1896 lapel badges and medalets.

Title: Political Campaign and Commemorative Buttons
 Author: Alphaeus H. Albert
 Publisher: Boyerton Publishing Co.
 Year: 1966
 Style: Hard cover
 Comments: Shank clothing buttons. Excellent coverage of our early Presidents especially George Washington. Out of print collectors item.

Title: American Bottles and Flasks
 Author: Helen McKearin and Kenneth M. Wilson
 Publisher: Unknown [New York, NY]
 Year: 1978
 Style: Unknown
 Comments: A few examples of bottles and flasks

Title: Canes in the United States Illustrated Mementoes of American History, 1607-1953
 Author: Catherine Dike
 Publisher: Cane Curiosa Press, Ladue, MO
 Year: 1994
 Style: Hard cover
 Comments: Includes an outstanding chapter on political and presidential canes.

Title: Political Collectibles of Richard Nixon
 Author: Eldon Almquist & Chris Crain
 Publisher: Self
 Year: 1989
 Style: Loose leaf in 3 ring binder
 Comments: The ultimate Richard Nixon collectibles assembled by two top Nixon collectors. Updates are published periodically.

Title: The Campaign Buttons of John F. Kennedy
 Author: Bonnie Gardner & Harvey Goldberg
 Publisher: Self
 Year: 1980
 Style: Loose leaf
 Comments: Out of print.

Title: Kennedy Ribbons
 Author: Harvey Goldberg
 Publisher: Self
 Year: 1988
 Style: Loose leaf
 Comments: More than 250 photographs of campaign and commemorative ribbons for all three brothers.

Title: The Campaign Buttons of John F. Kennedy
 Author: Ed Sohmers
 Publisher: Self
 Year: Unknown
 Style: Loose leaf; color illustrated
 Comments: Out of print.

Title: We Want Willkie
 Author: Edward M. Stahl
 Publisher: Bee Offset Printing
 Year: 1972
 Style: Soft cover
 Comments: Price guide is obviously out of date but the 80 pages of pictures will never be. A great accumulation of anti-FDR buttons. All areas of collecting are covered.

Title: The Sunflower Campaign
 Author: Gary Lundquist
 Publisher: Bee Offset Printing
 Year: 1971
 Style: Soft cover
 Comments: Out of print. A great little book of Landon items.

Title: Partisan Prophets A History of the Prohibition Party
 Author: Roger C. Storms
 Publisher: Unknown [Prohibition Party]
 Year: 1972
 Style: Soft cover
 Comments: History of the party, written by a member of the party. Interesting.

Title: Political Campaign Torches
 Author: Herbert R. Collins
 Publisher: Smithsonian Institution
 Year: 1964
 Style: Soft cover
 Comments: Paper 45, pages 1-44 from UNITED STATES NATIONAL MUSEUM BULLETIN 241: Nicely Illustrated. Hard to find information. Maybe out of print.

Title: Illinois 1818-1995 Governor & United States Senator Election Results and Campaign Memorabilia
 Author: Jim Kotche
 Publisher: Self
 Year: 1995
 Style: Loose leaf in 3 ring binder
 Comments: The political memorabilia of one state's Governor's & Senator's 270+ pages.

Title: Bryan the Campaigner
 Author: Keith Melder
 Publisher: Smithsonian Institution
 Year: 1965
 Style: Soft cover
 Comments: Paper 46, pages 45-80 UNITED STATES NATIONAL MUSEUM BULLETIN 241: Very interesting, maybe out of print.

INDIVIDUAL CANDIDATES

Title: A Catalog of Richard Nixon Campaign Buttons
 Author: Nixon Political Item Collectors [NPIC]
 Publisher: Self
 Year: Unknown
 Style: Loose leaf xerox copy

Title: The Campaign Buttons of Robert F. Kennedy
 Author: Bonnie Gardner-Harvey Goldberg-John Henigan
 Publisher: Self
 Year: 1982
 Style: Loose leaf
 Comments: Out of print

Title: J.F.K. Book II
 Author: Harvey Goldberg
 Publisher: Self
 Year: 1992
 Style: Soft cover
 Comments: A supplement to the original *Campaign Items of John F. Kennedy* and a update to the *Campaign Items of Robert F. Kennedy* both of which are out of print. All three plus the *Kennedy Ribbons* provide the definitive Kennedy documentation.

Title: Eisenhower Philatelic Catalog
 Author: Edward Krohn
 Publisher: Noble Publishing; Miami, FL
 Year: 1990
 Style: Loose leaf in binder 5 1/2 x 8 1/2 size
 Comments: A unusual and nice addition to any Eisenhower collection. Historical, Military, and Political importance.

Title: John B. Anderson: Congressman & Presidential Candidate
 Author: Jim Kotche
 Publisher: Self
 Year: 1981
 Style: Soft cover
 Comments: A fairly complete representative of a modern presidential campaign. Over 600 photographs covering 20 separate areas. Most congressional items are included.

Title: Abraham Lincoln Illustrated Envelopes and Letter Paper 1860-1865
 Author: James W. Milgram MD
 Publisher: Northbrook Publishing Company, Northbrook, IL
 Year: 1984
 Style: Hard cover
 Comments: The definitive study.

Buttons vs. Brown, Jr: (The great fight to secure legislation beneficial to a hobby)

By James B. Weling

(Reprinted from the *California Bar Journal*, July/August 1978)

At some time every lawyer yearns to introduce some form of legislation, or at least, he should. After all, it's what we, as a profession, have apparently been trained for. And if you believed the high sounding phraseology of your various law school professors, we, as a group, are the individuals best equipped to do so.

There is also that personal vanity (a not-to-be-despised quality) which motivates most of us to go through the agony of law school so that we can ultimately perform in the courtroom, be adjudged as competent by our peers, and recognized as a member in good standing of the group. The introduction of legislation, not unlike a multi-complex booster shot, tends to bolster the ego. And, when the subject matter of the legislation imparts considerable personal pleasure, like a hobby wherein your interest at times borders on the irrational, then nobody or nothing should stand in your way.

That great opportunity came to this individual one comfortable afternoon in mid-February, 1976. In order to avoid being sent out into the rain to cover a last minute deposition on some horrendous construction loss, involving incredible complexities (I never have understood *Active vs Passive Negligence*, or the import of *Morgan vs Stubblefield*) deep and important research on a purportedly monumental matter was feigned in the office library. Obviously, to accomplish this, many law books had to be put on the library table in various positions, bits of yellow paper with illegible notes had to be scattered about, etc.

At this particular time, volume 9 of the West's Annotated Codes, which embraces Civil Code Sections 1619 to 1812 was one of the books used for such cosmetic purposes. By delightful happenstance, the volume was opened to Title 1.2, commencing with section 1740, relating to what is known as the "sale of fine prints". This did appear to be matter of interesting reading and something that had personal appeal, thereby fulfilling a former evidence professor's estimation of my legal capabilities, namely, "You sir, have a fine mind for trivia."

Brainstorm

In any event, after thoroughly digesting sections 1740 and 1741 and then proceeding through the more fascinating "full disclosure" sections with all of their

nuances, and reaching the thunderous climax, section 1745, "remedies and penalties" (thank God section 1746 was repealed, as the cardio vascular system may not have held up), the germination of an idea began to form and grow, somewhere deep in the inner of the cerebellum, which then burst upon me in a throbbing flash; (it was either that or my slightly dampened employer returning from the deposition and giving me a whack up side the head). Why not, I thought, add to these sections of the Civil Code some similar protection for political campaign items?

Campaign items? Who knows-/cares/is in any way interested in them? Well, I am, thank you, and so are several thousand other living breathing oddballs who inhabit the territorial confines of the good old U.S. of A.

Firstly, all of us have noble and pure motives, and are deeply and sincerely interested and patriotically concerned with the preservation of those items which have been used to promote politicians, and their ideas, ever since the days of George Washington. We will drag great quantities of such items to any library, shopping center, or what have you to display them to the general public. We will suffer the outrage of a lecture to some group of wise junior high kids who have had the gall to read up on the subject and ask questions which we can't answer, or some boozy group veterans of something or other, one of whom always manages to blow his nose in your prized Chester A. Arthur bandanna.

Secondly, we are totally psychotic about the acquisition of such items for our personal collections, and will go to extremes that boggle the mind to capture some particular piece. The hours of sleep that have been lost in agony and adrenalin overbalance in anticipation of obtaining same; the countless greasy lunches at the local "el cheapo" so as to save the coins for some Benjamin Harrison chamber pot; the countless miles to see some elderly individual who purportedly has some item which belonged to his grandfather that he might want to sell; that unique glare from an otherwise wonderful and loving woman to whom you are married, that you have subjected to hours of trite conversation with people you wouldn't even bother to hit with a sharp stick except for that one all-redeeming social value, to wit, they are fellow collectors; all of that is part of the life and times of a political items person.

Flights of "fantasy"

As you might well imagine, many such items, due to their age, uniqueness, individual popularity, etc., take on considerable value. With the number of persons taking up the hobby increasing at an astounding rate, and with the scarcity of the items themselves, (how many buttons have you thrown away in your lifetime?), there is the temptation to reproduce the item, or even to create a "fantasy" item,—something that never really existed or was associated with a person or event.

In our free enterprise system, you simply cannot prohibit people from engaging in such manufacture, or in the sale of such items. But when these individuals represent the item as the real thing, and a large sum of money is expended in reliance thereon, something simply has to be done. The remedy available should contain sufficient economic sanctions to discourage the production of such items unless they are clearly marked and indelibly identified as either a reproduction or as a novelty piece.

After obtaining information from several dealers in the area who handle prints and art works as to the success of the "sale of fine prints" sections, that which was later known as the Hobby Protection Act, or more specifically, Assembly Bill 3768, came into being. The Act drawn was a combination of the general intent set forth in the Civil Code provisions dealing with fine prints, plus Public Law 93-167 (approved November 29, 1973) which gives certain enforcement powers to the Federal Trade Commission as against those who distribute, in the stream of commerce, any imitation political item not so clearly marked or identified as a reproduction.

Bureaucratic confusion

Why not simply rely on the federal government and specifically the Federal Trade Commission to enforce the rights of the aggrieved? Well, have you ever tried to deal with the Federal Trade Commission? First of all, you spend an incredible amount of time wandering up and down seemingly endless corridors in the Federal Building looking into offices whose doors are totally unmarked for identification purposes except for some incredible room number that looks more like someones social security identification, until you happen upon a clerk who is willing to assist you in pointing out the right room and person to see.

At this point, provided you have brought with you a copy of the Act or Bill under which you are seeking redress, since the local office doesn't have one, and provided you are then able to convince the local person that your rights really exist and that he may have to do something, you are then informed of the fact, pursuant to government regulations (naturally) that you must write to the Federal Trade Commission in Washington, D.C., submit your problem in full, state your authority for doing so in the first place, and then "they" refer it, after due consideration, to the local office, who will then

create a file and notify you. By this time, the clown you are seeking redress against has either retired or moved to the Bahamas on his ill-gotten gains, and you, more than likely, have forgotten what the problem was in the first place.

With all of this in mind, the proposed bill that you have so carefully drawn, is then sent to your assemblyman. Fortunately, my assemblyman, the Honorable Mike D. Antonovich, is a longtime personal acquaintance and one who is quite responsive to his constituency. For some reason, the submitted bill appealed to him, and back came a letter indicating that the bill would be introduced, and also making inquiry as to my availability to go to Sacramento and testify on behalf of same.

A letter of acknowledgement followed, and, in a few weeks, an official copy of all my efforts, reduced to the required governmental form, was received in the mail. Receipt of this brings forth quite a warm and contented feeling of satisfaction and achievement.

The bill will come for hearing, in this case, April 28, 1976 at 1:30 p.m. before the Assembly Finance, Insurance and Commerce Committee, and as such, arrangements are then made to fly to Sacramento and testify on behalf of the bill.

Critical analysis

Disaster seemingly strikes a few days beforehand when Assemblyman Antonovich sends you a copy of the analysis of the bill which has been prepared by one of the legislative analysts, and it is critical of your bill. You then began to doubt your own competency, and the agony that attacks every lawyer, namely, that he is going to be made a fool of before his peers, sets in. Fortunately, after a rather lengthy telephone discussion with the analyst, the matter, which is more of semantics than substance, is cleared up, and changes are agreed to, with the bill being gone over in its entirety. The analyst indicates that the newly printed bill bearing these changes will then be submitted to all the members of the committee.

Finally the great day arrives, you fly up to Sacramento, get a ride into the Capitol building, and after asking about 55 different individuals directions, you finally find the offices of Assemblyman Antonovich, who then gives you a good thumbnail sketch of what you will be faced with, how to address the committee, who your "friends" are, etc. You then proceed to follow the assemblyman down a maze of corridors until you reach the hearing room, where you are advised that your matter will be the third matter heard on the calendar.

Tough acts to follow

Ultimately, the committeemen arrive in sufficient strength that a quorum exists, and the first matter then comes up. On this particular date, it concerned insurance policies and rates for citizens of Mexico, and for resident aliens in this country, and a considerable argument arose

about the fact that the bill apparently requested the state of California to declare certain parts of the Mexican constitution invalid. There were numerous impassioned speeches made, someone hollered out "Viva la Causa", at which time the somber chairman (he of that delightfully alliterative name, Alister McAlister), is hard pressed to maintain order. Ultimately, the bill passes committee.

Next, there appears a charming young fellow in a baggy knit sweater, torn levis, and sandals made out of old tire treads, he being Assemblyman Meade of Oakland. He has with him two members of the Socialist Worker's Party (they didn't bring any campaign items with them!). They foster a bill to create some sort of an import embargo, since they feel that increased shipping is loosening a horde of a new breed of rats which will spread a revival of the bubonic plague over the entire state. Chairman McAlister, who was looking more like Calvin Coolidge every minute, finally loses his patience and gets into a real shouting match with the witnesses, whose bill does not clear the committee. As you can see, the Hobby Protection Bill has a couple of tough acts to follow.

Anyhow, it's now our turn, and after a nice introduction from Assemblyman Antonovich, I began my impassioned plea. This is hard to do, since the committee sits on an exceedingly high dais directly in front of the speaker, who has before him a microphone permanently affixed to a very low table, so that you have to hunch over, yet look straight up at the same time, no doubt giving the committee the impression that you have some sort of goiter condition plus the fact that you begin to look quite apoplectic.

After a couple of minutes you are cut off by a now thoroughly dyspeptic chairman. "Wasn't this bill to have been amended?" You advise him that this is correct. "Well, where's the amended bill? All I have is the old bill and some proposed changes," he snaps. It is decided that we simply cannot go forward at this time, and therefore the hearing is reset for May 19, 1976. You stagger out of the hearing room, wondering why you have been so cursed.

Old pro

Like I said at the outset, nothing stands in the way of a fanatic, so it's back up to Sacramento on the 19th of May.

By this time, largely due to the presence of Assemblymen Wilson and Hayden, members of the committee, who are avid political items collectors, everything appears to be in readiness. Also, you now know your way around through the maze of corridors, you recognize faces and you know enough to wear a shirt with a loose collar so that you can handle the microphone and look at the assemblymen without cutting off blood flow or circulation.

This time everything goes smoothly, even though you are further down the list and it's almost 3:30 before you are heard. The presentation seems to go well, and the chairman, still unsmiling but at least not antagonistic,

appears to nod assent to your magnificent closing ("restore the proper faith in the integrity of politics by guaranteeing the authenticity of campaign items"ok, let's see you come up with something better). Now for the vote. Another catastrophe! It takes seven votes to clear a committee, and while seven members are still present, the vote is six to one in your favor (Chairman McAlister was not all that impressed), and enough of the remaining members of the committee have wandered off so that you don't have the votes present. To his everlasting credit, Assemblyman Antonovich gallops off down the halls, gets three additional "ayes" by proxy, comes back gives this to the chairman, and you are finally out of committee.

On July 25, 1976, the bill passes the Assembly by a vote of 69 to 1 (if I knew how to spell Garamendi, a nasty note, anonymous of course, would have been sent). On August 11, 1976, the Senate Business and Professions Committee passes the bill unanimously, and the Senate, by a vote of 39-1 passes the bill on August 17.

All the bill now needs to become law is the signature of Edmund G. Brown, Jr., and several letters are written by myself and others to the governor in support of same.

"Infamous" veto

This should be a fairly simple matter. After all, the bill is aimed at restoring integrity to campaign items, its passage affects people who have concerns for and interests in politics, there are hundreds of collectors, many of them prominent people here in California, who work and contribute considerably to political campaigns, and, the governor is an astute politician, so that, as any student of politics knows, the governor will be most happy and pleased to sign the bill and pick up some good publicity for himself, right students? Well, you are wrong students, as the bill gets a big fat veto on August 30, 1976, a day, (in the words of the late Franklin D. Roosevelt,) "that will live in infamy."

What is especially upsetting is that Brown Jr., who prides himself on being an unorthodox politician, has done it with this bill as well. For the first time since the days of Hiram Johnson, a governor has vetoed a bill with no advance notice or warning to the proponents so as to allow them an opportunity to meet with him and be heard. Also, it's too close to the end of the legislative session to try for an override, which might well have succeeded, due to the interest expressed by so many of the legislators in this bill.

Now, all you can do is grind your teeth until the next legislative session. In the meantime, the reason for the veto (too many similar laws) comes floating down, and supportive of this, a copy of sections 1770-1780 of the Civil Code are cited. A review of these sections and all the supportive cases makes it apparent that these are Class Action Sections, well drawn and thought out, but tailored for groups of aggrieved persons, and not for individuals.

On this basis, the bill, with some additional modifications and streamlining is re-drafted, printed up, and comes out as Assembly Bill 239. By this time, a strong

supporter, Assemblyman Wilson is now Senator Wilson, and his co-sponsorship, along with Assemblyman Hayden, helps considerably.

Second time around

As you can tell by the low number, we are getting a much earlier start, and are more than ready for any veto, should it be exercised by Brown, Jr., this time.

The bill has been transferred to the House Labor Employment and Consumer Committee, with the Honorable Alex Garcia as chairman. The first hearing is set for March 9, 1977 at 9 a.m. and by this time, the legislative analyst report is favorable. You have a most enjoyable discussion with him (why shouldn't you, he is an avid collector of political items himself).

By now, you are really an "old pro" and you know your way around all of the little halls and rooms in the Capitol building, and you get on famously with all of the members of the committee and other legislators, whose faces you recognize (I shall forever be indebted to Nelson Rockefeller, whose "hiya fella, niceta seeya", with the two-hand grip on the other person's arm, I have attempted to copy faithfully); and further, instead of having to give a lengthy spiel, one is allowed to sit back and bask in the luxury of hearing several members of the committee give their own support, criticizing Brown Jr. for his veto, both as being contrary to the great idea, and also as wasting taxpayers money and making the bill come up twice. The vote in committee is 9-0 for the bill.

From here on, there is an unending series of triumphs. The bill passes the Assembly on March 17, 1977 by a vote of 75-0, and on April 27, 1977 the Senate committee reports the bill out by a vote of 6-0, the culmination being a 40-0 vote in favor of passage by the State Senate on May 5, 1977.

Well, it's back to old "you know who" and once again the letter writing begins in earnest. The suspense begins to mount and a certain amount of despair, based on what you have heard about Brown, Jr. begins to creep in. "He doesn't like to be second-guessed, he's mad at the legislature anyway, etc." all prey on your mind, and you begin to wonder why you got into this mess in the first place. It's a stupid hobby and you are going to quit collecting political items the first thing tomorrow anyhow.

The word comes down. Edmund G. Brown, Jr. has not vetoed your bill. He hasn't signed it either, letting it become law without signature. The governor is not going to give in however, and in a somewhat petulant message is quoted by the Sacramento Bee as sticking to his original idea on the bill, but stating that he would "rather err on the side of consumer protection".

While one would prefer not to be known as the author of an erroneous bill, at least the bill is now the law in the state of California, and hopefully, not only collectors and preservers of political items will benefit, but also will many other hobbyists who for too long have been victims of profit-seeking individuals.

In any event, win lose or draw, the drafting and advocating of legislation is a healthy and fascinating experience. Government appears to have gotten extremely remote, and that opportunity to deal on a first hand basis with "the system" should not be missed by any lawyer.★



TEXANS FOR
BROWN
FOR
PRESIDENT





WHEN THE THEATRE WAS FRAUGHT with ROMANCE
THE STARTLING INNOVATION OF THE MAGIC-LANTERN SLIDE
IN CONJUNCTION WITH THE SERPENTINE DANCE
ENGRAVED BY JOHN HELD JR WHO IS GAME TO THE CORE